

THE BLUE PENCIL

FRIGIDAIRE has busted into newspaper space with the story of air-conditioning . . . It was held to class mags formerly . . . The Electric Refrigeration Bureau have a new booklet out on cooperative refrigeration shows . . . Hamburg Bros, Pittsburgh distributors, have placed their second order for 5 carloads of Automatic washers . . . Charles Dana Gibson, originator of the "Gibson Girl" is going to be the final judge in the Gibson Electric Refrigerator contest to find the 1933 Gibson girl . . . Newark is to have an electrical show, Oct. 7-14, sponsored by Essex Electrical League . . . Nela Park is holding a 3-day sales course on commercial and industrial lighting, Sept. 18-20 . . . GE oil furnace and air-conditioning sales for the first seven months of '33 exceeded total '32 sales, says J. J. Donovan, manager . . . Voss Bros. Mfg. Company, Davenport, Ia., washer manufacturers, have just released their "Quick Facts Sales Manual" designed to speed the salesman's selling job . . . July living costs are up 3.3 per cent over June, according to the National Industrial Conference Board . . . But they are still 24.8 per cent lower than in July 1929 . . . Rumsey Electric Co., Philly, have taken over distributorship of Westinghouse lamps . . . The American Oil Burner Association have gone into blanket life insurance for all their members on the one-year term plan . . . Members can get coverage for \$7.59 a thousand . . . Applications for more than \$50,000 have been received . . . Frigidaire Sales Corp. of Portland, O., has closed shop on domestic boxes . . . All distribution for Oregon and western Washington will be handled by Sunset Electric Company of Seattle . . . Chase National's Winthrop W. Aldrich is the newest member of the Westinghouse board . . . The Geyer Company, ad agency for Frigidaire and Delco have merged with Paul Cornel, Inc., New York . . . The National Electrical Exposition, sponsored by the Electrical Association of New York and staged by Madison Square Garden, opens this month—September 20-30. L.W.



Electrical Merchandising

Vol. 50

No. 3

Contents for September, 1933

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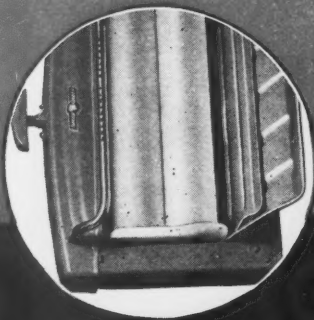
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McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42d STREET, NEW YORK, N. Y.

Branch Offices: 520 North Michigan Ave., Chicago; 883 Mission St., San Francisco; Aldwych House, Aldwych, London, W. C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston; Greenville, S. C. James H. McGraw, Chairman of the Board; Malcolm Muir, President; James H. McGraw, Jr., Vice-President and Treasurer; Mason Britton, Vice-President; Edgar Kobak, Vice-President; H. C. Parmelee, Vice President; Harold W. McGraw, Vice President; B. R. Putnam, Secretary.

A SALES RECORD that speaks for itself!

New Safety Wringer



Speed Queen Washers are now equipped with a new, improved type wringer that is positively safe. The pressure release bar extending across the front of the rolls assures releasing instantly in case of emergency.

1 1932 Speed Queen Sales increased 3.1% over 1931 (washing machine industry as a whole declined 30%)

2 April 1933 was the biggest month up to that time in the company's 25-year history.

3 May ran 10% ahead of April.

4 June was 11% ahead of May.

5 The first six months of 1933 showed a 29.6% gain over the same period last year.

6 July (a summer month) ran 14% ahead of June and 133% ahead of July 1932.

7 Over 1000 new dealers have been added to the Speed Queen sales organization during the past year.

Write for
full dealer
information



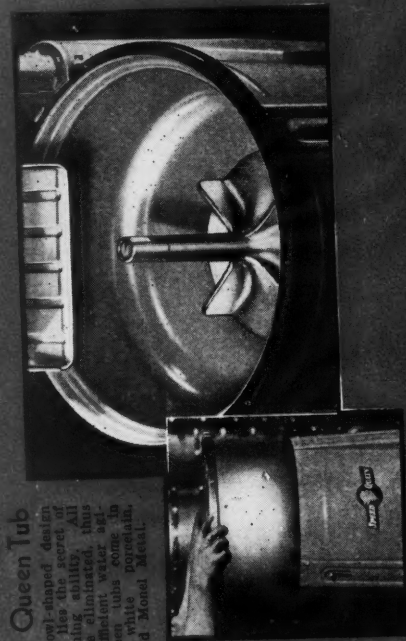
New Prices under NIRA

As this advertisement is being written (August 1st) — the five electric models in the Speed Queen line are priced from \$19.50 to \$72.50. However, the price increase through the provisions of the NIRA manufacturer's who supply us with materials — as well as ourselves — indicates an advance in our present price schedule for the latest details.

Famous Speed Queen Tub

In the exclusive, bowl-shaped design of the Speed Queen lies the secret of its exceptional washing ability. That "corner pockets" are eliminated, thus creating the most uniform agitation. Speed Queen tubs come in green aluminum and Monel Metal.

This shows the manner in which the Speed Queen tub is welded into the frame, providing a double wall protection and insulation.



**BARLOW &
SEELIG MFG.
COMPANY**

Ripon, Wisconsin

Manufacturers of
Household Appliances
Since 1908

A Q U A R T E R C E N T U R Y O F P R O G R E S S . . .

SEPTEMBER, 1933

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,
Editor

The UP and UP—

ALL graph lines of electric appliance sales are going up. The summer slump this year does not exist.

Customers are coming in to dealers, department stores, power companies, and asking to be allowed to buy. A high proportion of sales are for cash. And more and more sales are being registered in higher price brackets.

In the cities rapid reemployment not only creates new purchasing power, but the reestablishment of confidence is freeing the carefully guarded reserves of millions of families.

The small towns as well as the cities are benefiting. As one instance alone, the rapid increase in sales of gas-engine washers is the direct result of better prices for corn, wheat, hogs and other farm products.

Convincing proof not only that the revival of purchasing power is under way, but that there exists an accumulated demand for washers, refrigerators, cleaners and other appliances which is making itself felt.

HERE, therefore, is the immediate opportunity for every dealer and every dealer's salesman. After three lean years the public is again getting money to spend. And during these years the desire for electrical home equipment has been growing. But, the desire for other possessions has been growing also; new automobiles, new cooking ranges, new clothes, new furniture.

The electrical trade right now is getting the breaks. But the breaks only keep coming when the effort is made to keep them coming. And the breaks are coming now most satisfactorily to those organizations in which the boss is breaking all previous records for hours on the job and where the salesmen are buying (out of increased earnings) a new and better pair of shoes most frequently.

For every organization in the appliance trade, from the small dealer to the largest resale crew, the same thing holds good: cold turkey from now on offers an increasingly nourishing diet.



EDITOR

This Month as the Editors

REFRIGERATION BUREAU TO AWARD \$1,150 PRIZES FOR BEST COOP SHOWS

Refrigeration Week Sept. 30-Oct. 7

THERE is going to be an opportunity for some more prize money for live refrigeration dealers, according to the Electric Refrigeration Bureau's plans for Electric Refrigeration Week which takes place from September 30 to October 7. The whole idea of the week is to stimulate cooperative electric refrigeration shows. This will be the third year the show idea will predominate in national plans for refrigerator selling. In 1931, there were about a hundred of them staged in the country; last year saw nearly five hundred. The cooperative electric refrigeration show is one of the proven ways to get prospects and to increase volume through an aroused public interest.

To stimulate show activity, the Bureau is offering \$1,150 in cash prizes to local bureaus or other functioning bodies which put on the most successful Co-operative Electric Refrigeration Show during Electric Refrigeration Week. The prizes are divided up as follows: A first prize of \$500, second \$250, third \$150, fourth \$100, fifth \$75, sixth \$50 and seventh, \$25.

Forms for entering the contest are in preparation and will be sent out in a few days. In the meantime, there is available a 16-page booklet, put out by the Bureau, called "Getting Gold from Co-operative Electric Refrigeration Shows." It's full of the kind of valuable ideas that win prizes.

ASSOCIATED COM- PANIES SELL 16,647 REFRIGERATORS IN CAMPAIGN

12,632 Are Dealer Sales

REFRIGERATION sales showed no signs of slackness in the Associated Gas & Electric Company's system-wide annual campaign which ran from May 15 to June 24 this year. A total of

16,647 refrigerators were sold in all sections where the company operates, 12,632 of these sales being by dealers and 4,015 by the utility's sales forces. In addition, 367 gas refrigerators were sold.

In a spring campaign on electric ranges and water heaters, the Associated companies disposed of 1,098 ranges and 249 water heaters. Dealers accounted for 334 of the range sales and 54 of the water heater sales. An interesting comparison may be made with the sales of

gas ranges, campaigned at the same time. There were 2,360 sold of which dealers accounted for 1,370. In other words, while the utility sales forces were selling gas and electric ranges on about an even ratio, the dealers sold almost four times as many gas ranges as they did electric.

Territories covered by Associated companies include southern, central and northwestern New York State, New England, western Pennsylvania and Staten Island.

REFRIGERATION AND CANCER THEORY EXPLODED

*Medical Authorities Term Teigen Pamphlet
False Propaganda*

BUT in Minneapolis one F. Austin Teigen has created a certain amount of mild eyebrow-lifting by insinuating that mechanical refrigerators are the actual and potential cause of cancer. Due to their "air-tight" construction, he opines, food stored in an electric refrigerator cannot "breathe," and is rendered thereby "toxic" and "de-vitalized." This food, deprived of its breathing habits becomes *per se* little better than poison which, taken into the tummy in any quantities, sets up an irritation causing "toxic poisoning, constipation, acidosis, pyorrhea and rectal troubles."

Artfully injected into this little essay (sold in pamphlet form; price \$1) are vague references to "many leading authorities" and some actual quotations from medical authorities designed to give the impression that the doctors in question substantiated his own views. It is not difficult of course, as the Journal of the American Medical Association pointed out in a sweeping refutation of the whole clap-trap, to realize that "whenever industries are involved in propaganda in the health field, the commercial motive is naturally suspected."

However, the big advertisers will tell



SCHENECTADY CAMP

When executives of the General Electric Company met at Schenectady recently, George A. Hughes, president, Edison GE Appliance Company (Hotpoint) came in his road hotel. Left to right: E. W. Rice, Jr., honorary chairman, Owen D. Young, chairman and Mr. Hughes.

See IT

you that "fear" copy brings the nickels and dimes cascading out of the public purse in respectable numbers, and as the literary efforts of Mr. Teigen represents the apotheosis of this particular branch of propaganda, we may as well put on the record the statements of the leading authorities concerning Mr. Teigen's opinions.

The American Medical Association (Journal, August 12, 1933) calls it "False Propaganda," avows that the Association tried to get some elucidation from Mr. Teigen concerning his claims and were ignored. "In no place," says their editorial, "is the claim definitely made (in the booklet) that cancer, appendicitis, or carious teeth are attributable to the increased use of foods mechanically refrigerated, except in the title of the book ("Cancer: the Potential Penalty of Electric Refrigeration"). The inference, however, is drawn so that the uncritical reader will inevitably make his own deductions to that effect.

"Whatever may be the motive which inspires this propaganda, it may be said definitely that there is no scientific evidence to support the claims. The circulation of such unfounded literature conjures weird phobias among its readers, and is prejudicial to the public health, because it diverts attention from real problems and discredits genuine health education. If there is any method by which it can be reached, it should be stopped."

In most cases, according to the National Better Business Bureau, Mr. Teigen quoted from medical authorities without permission. One was from a book of the New York City Cancer Committee. That organization's chairman, Dr. John C. A. Gerster, says: "Mr. Teigen's . . . inference that the increase in cancer is due to electric refrigeration is entirely unjustified. If the case of cancer were as simple as that it would have been discovered long ago. Cancer is prevalent in countries where there is no refrigeration, electrical or otherwise."

Another authority quoted by Teigen is Dr. Francis C. Wood of the Institute of Cancer Research of Columbia

University. Dr. Wood reports that he never heard of Teigen, gave him no permission to use his name and that ". . . nothing that I have ever said would warrant the belief that electric refrigeration causes cancer. . . . The highest death rate from cancer is in Switzerland and Denmark and electric refrigeration has not yet penetrated to these countries."

Still another "quoted" authority, Dr. James Ewing of Memorial Hospital, New York City, retorts: "I do not know Mr. F. Austin Teigen of Minneapolis. He is not authorized to speak for me. The idea that refrigeration of food causes cancer is nonsense."

And so on. As the National Better Business Bureau put it: "Not a single one of the men whose name Teigen



BRIDGEPORT CAMP

General Electric held a "Camp Merchandise" recently, reviving very successfully the spirit of the old Association Island Days. Above, are two of the active GE merchandise men at Bridgeport, Ray Turnbull and Ralph Cordiner, attired in the required ducks and dark coats.

mentioned in this pamphlet in a manner to create the impression that they were substantiating him in his inference that electric refrigeration is a potential cause of cancer has agreed with anything he said. All state this theory is absolutely false."

PRIZES AWARDED IN VICTORY ELECTRIC RANGE CONTEST

Divisional Directors, Cookery Councils, Utilities, Dealers and Retail Salesmen All Compete

OVER 200 retail salesmen, 80 range dealers, 48 utility commercial managers and 42 local cookery councils submitted reports to the National Cookery Council Headquarters in the recent three-month Victory Electric Range Contest.

Divisional Directors' Contest—Among the eleven divisions, the award was made to the director whose division (a) accomplished the largest percentage of divisional range sales during the contest, (b) excelled in the number and character of local cookery council promotions, such as cookery schools, demonstrations, consumer and employee contest and training, etc., (c) had organized the largest number of active local cookery councils up to the end of the contest.

Mr. W. C. Bell, director of the New England Division and vice-president of the New England Power Association, was awarded the prize—the Preston Arkwright Cup.

Honorable mention: Mr. A. H. Schoellkopf, director of the Eastern

Division, and Mr. M. L. Hibbard, director of the Northwest Division.

Local Cookery Council Contest—First prize of \$1,500 was awarded to the Electric Cookery Council of Reading, Pa., which is ably sponsored and directed by Messrs. Leslie Weiss, sales manager, Metropolitan Edison Company; C. R. Lyons and F. L. Lederach, president and secretary, respectively, of the Electric League of Reading.

Second prize of \$1,000 was awarded to the Dutchess County Electric Cookery Council of Poughkeepsie, N. Y., which is sponsored by Mr. H. E. Dexter, commercial manager of the Central Hudson Gas & Electric Corporation, and energized by Mr. Wm. M. Anderson, its capable chairman.

Third prize of \$750 goes to the Western New York Electric Cookery Council of Buffalo, N. Y., which is aggressively led by Mr. George J. Reichert, merchandise manager of the Buffalo Niagara and Eastern Power Corporation, and Mr. S. S. Vineberg, Electrical League of Niagara Frontier.

Fourth prize of \$500 was awarded to the Electric Cookery Council of Richmond, Va., under the supervision of Mr. A. G. Morgan, chairman, and Mr. L. F. Riegel, sales manager of the Virginia Electric & Power Company.

Commercial Managers' Contest—The three prizes totaling \$600 were awarded as follows: First prize (\$300) to Mr. Robert H. Giedd, commercial manager of the Virginia Public Service Company, Alexandria, Va.; second prize (\$200) to Mr. A. Wilson Barstow, commercial manager of the Narragansett Electric Company, Providence, R. I.; third prize (\$100) to Mr. L. W. Brainard, commercial manager of the Idaho Power Company, Boise, Idaho.

Range Dealers' Contest—From among the eleven electric range dealers winning Neon store signs, who had been selected by the divisional directors in their respective divisions, the national judges awarded the national prize of \$250 to The Wallace Company Department Store of Pittsfield, Mass. Other winners: Leidy Plumbing & Electric Company, Milwaukee, Wis.; Spurrier's, Inc., Oklahoma City, Okla.; A. S. Dunning, Duluth, Minn.; Guilbert Brothers Electric Company, San Jose, Cal.; R. S. Montgomery, Inc., Richmond, Va.; Rohrer Electric Company, Inc., Niagara Falls, N. Y.; Oakley &

Sons, Boise, Idaho; Rhueff Electric Company, Pueblo, Colo.

Retail Salesmen's Contest—The 18 prize-winning retail salesmen among whom \$1,500 was awarded are as follows in their respective order: D. Ray Finegan, Spurrier's, Inc., Oklahoma City, Okla. (sold 87 ranges); D. R. DeChaine, Midland Counties Public Service Company, Paso Robles, Cal. (sold 68 ranges); Lawrence A. Krieg, Pacific Gas & Electric Company, Stockton, Cal. (sold 50 ranges); E. A. Walter, Virginia Electric & Power Company, Richmond, Va. (sold 44 ranges); A. J. Axness, Minneapolis General Electric Company, Minneapolis, Minn. (sold 40 ranges); K. H. Craigie, The Edison Electric Illuminating Company of Boston, Boston, Mass. (sold 39 ranges); J. E. Owens, Oklahoma City, Okla. (sold 38 ranges); C. M. Lamb, United Electric Light Company, Springfield, Mass. (sold 35 ranges); Raymond H. Rossignol, Narragansett Electric Company, Providence, R. I. (sold 33 ranges); Victor C. Moose, Minneapolis General Electric Company, Minneapolis, Minn. (sold 32 ranges); H. W. McCracken, Virginia Public Service Company, Hinton, W. Va. (sold 32 ranges); W. J. Kelley, New York State Electric & Gas Corporation, Oneonta, N. Y. (sold 31 ranges); Wm. B. Fanyo, Central Illinois Public Service Com-

pany, Watseka, Ill. (sold 31 ranges); J. B. Mooney, Oklahoma City, Okla. (sold 29 ranges); Harry B. Johns, Niagara Falls, N. Y. (sold 29 ranges); Frank Fischer, Niagara Falls, N. Y. (sold 29 ranges); R. G. Forsyth, Minneapolis General Electric Company, Minneapolis, Minn. (sold 29 ranges); George J. Shepherd, Virginia Electric & Power Company, Chester, Va. (sold 26 ranges).

NEW YORK'S RADIO-ELECTRICAL SHOW ALL SET

THREE years of scientific and commercial progress in the electrical and radio fields will be shown at the 1933 National Electrical Exposition to be held at Madison Square Garden, September 20 to 30, inclusive, according to Clarence L. Law, president of the Electrical Association of New York, sponsors of the show.

During the eleven days of the Exposition many of the headliner stars of radio broadcasting, including some of the most popular on commercial programs, will transfer their usually unseen performances from the private studios of the big broadcasting companies and local stations to the two crystal studios now being especially constructed.

"In organizing this industrial exposi-

FINEGAN

Retail electric range salesman for Spurrier's, Inc., of Oklahoma City, Oklahoma, D. Ray Finegan won first prize among range salesmen in the NECC Contest by selling 87 ranges.



MITCHELL

Sam C. Mitchell, the new advertising manager of the Leonard Electric Refrigerator Company. He succeeds A. M. Taylor, resigned.



LYONS

President of the Electric League of Reading, C. R. Lyons, together with F. L. Lederach, secretary and Leslie Weiss, sales manager, Metropolitan Edison, won first prize of \$1,500 among the local cookery councils in the NECC contest.



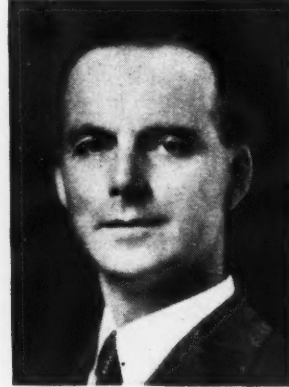
BELL

Vice president of the New England Power Association and New England director, National Electric Cookery Council, W. C. Bell was awarded the Preston Wright Cup for winning first place among eleven divisional directors, in NECC Victory Award Contest.



GIEDD

Commercial manager of the Virginia Public Service Company, Alexandria, Va., Robert H. Giedd won the first prize of \$300 for commercial utility men in the Victory Award Contest of the National Electric Cookery Council.



MORGAN

For winning first place among range dealers in the National Electric Cookery Council's Victory Award Contest, P. B. Morgan of Wallace's Department Store, Pittsfield, Mass., earned for his company a handsome Neon sign and a lot of prestige.

tion now, having double appeal as a public entertainment," Mr. Law stated, "these several leading industries desire not only to cooperate to the utmost with the N. R. A. blue eagle campaign but to be among the first to indicate their acceptance of President Roosevelt's appeal by making it possible for these industries to more easily market their new products to a responsive buying public through a spectacular display in this great exposition. The industries represented have certainly responded, indicating their belief that the time is ripe to begin intensive merchandising and advertising. More than sixty per cent of all available space on the two exhibit floors at Madison Square Garden has been contracted for by the leading manufacturers, public utilities, broadcasting companies and others, which makes the success of the show certain at this early date.

Members of the show committee appointed by the Electrical Association of New York are Chairman D. W. May, May Radio and Television Corporation; Vice Chairman J. H. McKenna, eastern sales manager, A. J. Lindemann and Hoverson Company; A. Lincoln Bush, treasurer, Commercial Radio Sound Company; H. C. Calahan, New York district manager, General Electric Supply Corporation; J. J. Donovan, general manager, Air Conditioning Division, General Electric Company; B. R. Gates, eastern manager Premier Vacuum Cleaner Company; E. J. Hegarty, eastern merchandise manager, Westinghouse Electric and Manufacturing Company; E. H. Ingraham, president, Allen-Ingraham, Inc.; T. H. Joseph, President, E. J. Electric Installation Company; H. Linde, president Triangle Radio Supply Company, and Ralph Neumuller, managing director, Electrical Association of New York.

NEW POSITIONS

WALTER J. MULHALL has announced his resignation from the General Electric Supply Corporation, Newark, N. J., to assume a corporate interest in the management of the Beller Electric Supply Company in the same city.

O. C. Small, former director of the League and Field Department of the Society for Electrical Development, is now a staff member of the National Electrical Manufacturers' Association. More recently Mr. Small was connected with the Donald Maxwell Company, an advertising agency, in the capacity of director.

W. H. Wells has been appointed general manager of the Elin Corporation, Philadelphia distributors of Westinghouse refrigerators. From a direct selling job in the Brooklyn Edison Company, he became advertising manager and from there went to the Eureka



EMPORIUM, SAN FRANCISCO

"Charm House," feature display of the new home furnishings floor of San Francisco's biggest department store—The Emporium. A Red Seal wired home, with an all electric kitchen, shaded lighting fixtures and indirect floor lamps, the 8 room bungalow is a complete home in every detail. It serves as a means of displaying home furnishings and appliances, all of which are displayed and sold on this big floor.



Vacuum Cleaner Company as branch manager. When he resigned recently he was eastern sales manager for Eureka.

Appointment of **Sam C. Mitchell**, formerly Minneapolis district sales manager for Kelvinator Corporation, as advertising manager of the Leonard Refrigerator Company of Detroit and Grand Rapids, has been announced by

R. I. Petrie, Leonard's general sales manager. He succeeds **A. M. Taylor**, resigned.

S. M. Ballard, manager of advertising and sales promotion for the Delco Appliance Corporation, General Motors subsidiary at Rochester, N. Y., has resigned to join the advertising division of the Hudson Motor Car Company of Detroit, Michigan.

GAS ENTERS CHICAGO HOME HEATING FIELD

Oil Burner Men Have Battle on Their Hands

AFTER ten years of rumbling, like Mount Vesuvius, gas home heating in Chicago burst forth in a torrent of activity in August, sending oil burner dealers scrambling to sharpen pencils and figure ways and means of competing with a new low priced fuel.

Three major distributors, Peoples Gas Light and Coke Company, Public Service Company of Northern Illinois and Western United Gas and Electric Company, are cooperating in what is considered the country's largest campaign to date to promote home heating with gas.

Although **Samuel Insull**, in 1923, started the slogan, "You can do it better with gas," one cannot burn words, no more than eat them, and only 7,000 homes were being heated after a decade. Active operation of the \$75,000,000 Texas and Chicago pipeline, stretching 970 miles from the Panhandle to Lake Michigan, and capable of delivering

175,000,000 cubic feet of gas a day, is responsible for this big push to win new customers.

Newspaper and radio advertising running into the hundreds of thousands of dollars, house to house canvassing of more than 200 men were bringing in customers for gas at the rate of 100 a day in sultry August, it was declared.

Nub of the gas proposition is as follows: 1. Lowered cost of gas to 7c. a therm today compared to 14c. in 1930 (over a minimum of \$4.37 for first 26 therms); 2. Installation of burner on a no money down basis (\$149.50 at end of nine months, with \$3 monthly rentals credited); 3. Removal at customer's wish, if dissatisfied; 4. A package job gas burner easily installed in most furnaces.

Comparison of heating costs in every day language is difficult because oil is measured in gallons, and gas in therms.

(Continued on page 38)

Hartford's TRIAL

First Complete

By Laurence Wray

"SUPPOSE you were an automobile dealer and I said to you—I'm going to give you a territory bigger than any you've had before. I am going to give you the entire continent of Africa. You can have the whole works exclusively.

"You will have showrooms from one end of the country to the other, and you will do a big advertising job to tell your prospects that they ought to know the thrill of riding in and owning a Cadillac.' That's going to be where the rub comes, of course—most of your prospects will never have ridden in a car before. What do you think of it?"

"I don't think so much of it," said the other man. "What are you trying to do, kid me? There's probably plenty of people that could sock up enough dough to pay for the Caddies but you could yell yourself hoarse trying to sell them something they don't know anything about. Nerts."

"Yeah," says the first man. "I thought of that, too and I've got a proposition to answer it. Supposin' I was to lend you fleets of Ford cars to keep around your showrooms. You have your swell Cadillacs on display and when the prospects begin flocking around with their mouths open and their eyes popping, you say, 'Here, you don't have to buy that big car now. Take one of these babies on trial—keep it a couple of months—learn the thrill of driving a car. It isn't as big or fast or as comfortable as the Cadillac but it will show you what an automobile will do for you—and it won't cost you a cent.' How's that for an idea?"

"Well, that's different," said the other man. "Sure. That would be a knockover. But what's the catch? How much is it going to cost me for every Ford I lend out on trial?"

"It isn't going to cost you a cent," the first man said. "Not only that but I will pay you a commission every time you get a prospect to take out one of the Fords on trial. When they find out what a wonderful thing a car is, they are going to want something better. Then you take back the trial car and lend it to somebody else. They can never own the trial car—remember that. If they want to own a car, they've got to buy a Caddie. Now what do you say?"

"What do I say?" said the other man. "Where do I sign? I don't get breaks like this every day."

* * *

ALL of which is a preamble to the thinking that is being done in Hartford, Conn., on the problems of selling electric ranges. The Hartford Electric Light

Company, together with the dealers, are letting out on trial a "Ford" type electric range. The dealer cannot sell it and the customer cannot buy it. But they have recognized the fact that cooking is an intimate, three-times-a-day procedure for the average housewife; it is a job in which she takes justifiable pride. She has got to *know* her cooking instrument and she is not going to take any chances with something she knows nothing about—in this case, electricity—until she has proven to herself that electric cookery is as cheap, as fast and as efficient as other fuels. The fact that it is superior to other fuels she has only on the word of those who are asking her to buy an electric range. Hence the "trial" plan.

The best years of range selling in the Hartford territory produced a maximum of 600 electric ranges installed on the lines of the Hartford Electric Light Company. There weren't even that many before the utility, some three years ago, embraced the policy of absorbing the major portion of the installation cost on all ranges sold on their lines. Last year 322 ranges were sold in Hartford.

In 1933, there will, it is estimated, be a total of some 1,800 ranges added to the power company's lines with a possibility that this figure may even be pushed up to the 2,000 mark. About two hundred of these will be sales by the dealers in the territory. The remainder will be added as a result of Hartford's now famous "rental plan," a misnomer which has since been changed and publicised as the "trial plan."

It was our intention to analyze, as completely as possible, the workings of this plan with a view to interpreting its effects on (1) the power company involved, (2) the independent dealers and other range outlets in Hartford, (3) the manufacturers and (4) the contractors who installed the wiring.

Hartford's Problem

IT MIGHT be advisable to admit that we first tackled the job with some prejudice. Any power company plan that contemplated the acquisition of new and important load by means of a wholesale renting of ranges to customers, seemed necessarily to contain inherent weaknesses and a disregard for the welfare of other branches of the industry. These include the manufacturer, compelled to supply a range deficient in quality in order to meet the utility's price demands; the distributor, completely by-passed in the direct shipment transaction; the dealer, whose sales of competing cooking equipment would be seriously affected; and the consumer, whose introduction to electric cookery would be through equipment not embodying the latest development. Only the contractor, on the face of it, seemed

RANGE PLAN

Investigation Shows...

to benefit by the increase in the number of the wiring jobs afforded.

The situation in Hartford, prior to the adoption of the "trial plan," was not much different from that of any other similar community as far as electric ranges were concerned. An industrial and residential center with a population of about 200,000, there were 55,000 domestic customers on the books of the Hartford Electric Light Company. This company needed a range load and revenue and were competing against a 75 cent gas rate in the city. They had tried all the usual forms of promotion and unlike some other communities had spent money in advertising electric cooking.

In addition, they maintained a home service department, absorbed two-thirds of the wiring charges on all ranges installed, promoted cooking schools and cooperated actively with independent dealer outlets. It was, in fact, their very friendly relations with the other branches of the electrical industry which afforded them the most misgivings as to the probable effect of the range trial plan. Jeopardizing that position would defeat the whole plan. They had already considered the possibility of getting ranges on the lines by renting to the customer, but at every turn they were met by the apparently insuperable obstacle of dealer relations. Yet the fact persistently stared them in the face that ranges were not being sold in any quantity—certainly not in any quantity to compare with the refrigerator. After ten years of range selling in Hartford, there were only some 2,500 ranges on the lines—about 5 per cent saturation.

In considering the proposal to rent ranges last fall, the situation was outlined to Samuel Ferguson, president of the Hartford Electric Light Company. The plan had been successfully applied to water heaters, operating on an off-peak basis, but here no dealer relations problem was involved. In fifteen minutes, the white-haired Mr. Ferguson set down on a piece of paper the fundamental problems confronting them in the promotion of range sales in Hartford. Inasmuch, as this simple explanation has since been used a number of times to convince other branches of the industry as to the merits of the company's position, it is outlined below. In many ways, it is a concise statement of the whole electric range problem in any community not plagued by the combination company tangle.

Fundamentals of Trial Plan

1. Experience in selling ranges in Hartford over a period of years, shows the selling expense to be about \$150 per range.

2. It is obvious that no dealer can work against this cost on the spread given by the manufacturer.

- Dealer range sales unaffected with groundwork laid for materially increased sales in the near future.

- Six times as many electric ranges added to Hartford Electric Light Company lines in 1933 over 1932.

- Hartford, with three-tenths of one per cent of the country's domestic meters, is absorbing 6 per cent of the entire electric range production.

- Trial ranges already creating electric range acceptance. Potentially a large-scale stimulus to sales.

Murder Case Grim Sequel To Romance

David A. Lamm, Face
Trial for Slaying of
Wife in Hartford Court
this Morning

The Jan. 1932 and 1933
A woman who, according to the
report of the Hartford court, was
a victim of a "romantic" murder
case, was today the center of a
grim trial in the Hartford court.
The trial of David A. Lamm, 34,
for the slaying of his wife, Mrs.
Lamm, was held in the Hartford
court today. The trial was held
in the Hartford court, and the
trial was held in the Hartford
court. The trial was held in the
Hartford court, and the trial was
held in the Hartford court.

**Full Showing
All Models
Graybar
Crawford**

Perry Electric Co.
145 New Britain Ave.
Telephone 2-2371

**See Us for YOUR
Electric
Range**

**J. L. BOCHÉ
APPLIANCE CO.**
775 Avon Ave.
Phone 2-2232

**A NEW
HOTPOINT
ELECTRIC RANGE
For 10c a Day**

Archie Lees
100 S. Main St., Hartford, Conn.

**Universal
Range**

**10c a Day
Buys a Full Size
Electric Range**

Bauer & Co.
100 Avon Ave., Hartford
Phone 2-2100

Save money on this Electric Range offer

**10c a day buys a
full size electric range**
No down payment
'Special' discounts



That's how easy it is to get a day's
range. You can get a range for 10c a day,
and you can get a range for 10c a day,
and you can get a range for 10c a day.

Realizing that many thousands of people in Hartford and vicinity—such
as those using old electric ranges and old fashioned kerosene type stoves—
want to buy and to use a modern electric range, the electric range dealers
of Hartford and the Hartford Electric Light Company have conspired to
make this special offer for a short time only.
A special full size electric range marked down by all dealers
to sell for 10c a day (9c a day to persons using of
electric ranges).

Four year budget terms on all ranges, payable with your
electric bill.

No down payment.

Special discount offered by the Hartford Electric Light
Company to get the maximum benefit from this offer.

This is probably the greatest opportunity to modernize your kitchen that
you will see in a long time. An electric range for 10c a day is good news,
the news of a new day.

Free trial offer
Electric range dealers are also authorized to give an absolutely free trial
of the Hartford electric range until June 1, 1934 to any customer who for
one reason or another cannot take advantage of the above offer on per-
manent basis. Then, everybody can start to cook electrically soon.

Installation charge rebated
In some cases there is no installation charge.
In others a small charge is made which is refunded after two years' use
of either a purchased or trial range.

See these range dealers today

THE HARTFORD ELECTRIC LIGHT COMPANY

This Crawford, 10c a Day

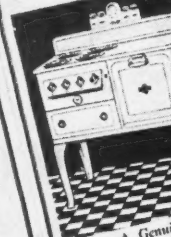
Triple Automatic!

FLINT-BRUCE

Phone 2-2297... 100 Avon Street and 100 Franklin Street... Hartford

Choice of Colors:
1. Gray and white
2. Green and ivory
3. Green and ivory

G. FOX & CO.



**A Genuine
UNIVERSAL**

Electric Range

10c per Day

Added To Your Light Bill

NO DOWN PAYMENT
on the overhead lines of the
Hartford Electric Light Company

• Four Burners
• Hotplate Oven
• All Porcelain
• Complete Set and Cook Extra

ON SALE—SEVENTH FLOOR



**The Detroit
Electric Star**

**Famous for
Speed Efficiency
Cleanliness Beauty**

126.50

Only 10c a Day

4 Year Payment Plan

Brown Thompson Inc.
Hartford, Conn.

The advertisements reproduced above and on the opposite page were taken from the same newspaper on the same day (August 20). If any evidence were required to show that the range dealers in Hartford are selling and advertising ranges under the power company's "Trial Plan," these ads are Exhibit A. Fourteen dealers are tied in with the utility's ad which stresses buying ranges and plays down "trial" offer.

3. In effect, dealers and utility have been required to do three jobs for the \$50-\$60 spread:
 - a. Sell the idea of electric cookery.
 - b. Sell the house wiring.
 - c. Sell the range.
4. With (a) and (b) eliminated, the spread should be sufficient to compensate the dealer for his part of the job (c) selling the range.
5. The power company can afford to offer the dealer a commission to sell one-third the cost of the wiring.
6. The utility will sell the idea of electric cookery (a) by trial offer.
7. A greater rather than a lesser sale of ranges can be anticipated, as plans all contemplate and make easy the substitution of a sold range of proper size, color,

- etc., for the single type which is offered for trial (but not for sale).
 8. Whether we (the power company) succeed or fail in creating a range market we cannot tell, but the fact is certain that there is no market of any magnitude existing at present.
- C**RITICS of the Roosevelt recovery policies at Washington are invariably stumped when asked to name a solution to our troubles other than those that have been adopted. The fact remains that everything had been tried and nothing had succeeded. The same thing held true as far as ranges were concerned in Hartford. Everything had been done to promote their sale and the housewife went quietly along sweating over a gas-stove. Just why she did and why, when she even needed a new range she did not think at least equally in terms

one right off your floor for 30 cents? Ridiculous. All natural reactions which at first were hardly offset by the other, more favorable elements of the plan. These included:

AT HARTFORD, with the dealer's spread taking care of selling expense on the range he handles, with the dealer, in addition, given a \$10 commission on all trial ranges he lets out and with the trial range selling the customer on cooking by electricity, it was felt, reasonably, that at last the answer may have been found. And results seem to have borne out the assumption. But we are coming to that.

Before the range rental plan, as it was then known, was announced to the dealers, it was decided to try it on company employees. There are roughly 700 of them and prior to the rental offer, 35 per cent were already cooking with electricity. Within a week of the offer of a range at \$1.30 a month, an additional 10 per cent had signed up. Today, employee saturation on ranges stands at over 50 per cent.

That 30 percent point—that was the deciding point—it worked—and the company immediately went ahead with plans to let the general public in. Still, there was the problem of dealer relations — friendly relations that had been built up over a long period and which the company had no intention of jeopardizing. Would the trial range kill dealers' sales of other ranges in the territory? Would the dealers accept the trial range and display it on their floors? How much commission should they be paid for getting them on the lines? How could the obvious disparity between the small rental charge and the relatively high prices they were asking for other ranges be reconciled? What would be the reaction of manufacturers? Distributors? Contractors?

Tough questions all of them, necessitating the most careful preparation. But all were solved finally and a date set for the dealers' meeting at which the whole plan would be announced. At that time it was still a rental plan, the customer to pay 30 cents a week for the privilege of cooking with electricity.

Dealer reaction to the proposal was about what might have been expected. The light company going to rent electric ranges? We might just as well go out of the range business right now. How can you sell electric ranges at \$150 to \$300 when the customer can take

1. A four-year financing plan whereby the light company took over all time paper on all ranges sold by dealers. This means the dealer can sell his own range at about 10 cents a day and require no down payment of the customer.

2. The absorption by the light company of \$25 of the average \$40 installation charge on all ranges sold or rented; the \$15 to be paid by the customer and refunded at the end of two years if the trial range (or any other electric range) is still installed.

3. The payment of a \$10 commission by the light company to dealers obtaining a trial order from a customer.

4. The adoption of a "trial range" which, while completely efficient as to cooking speed, was inferior to ranges handled by dealers as to (a) appearance (b) quality of its construction (c) automatic features such as controls, clock and other improvements incorporated in the better makes of ranges.

The dealers were still vastly skeptical as to the effect the trial plan would have on their business but, as they all finally admitted: "The range business couldn't be any worse than it is now and for that matter it never has been a big one. The rental of ranges might get a lot more people using them and talking about electric cooking."

In all fairness to the plan we might say here that the rental plan as first proposed has been changed completely to a "trial plan." The customer pays no rent for the use of an electric range; she pays only the \$15 balance of the installation charge and even this is refunded to her at the end of two years. However, after June, 1934, if she is still using the "trial range" her renting period starts—\$1.30 a month.

The plan was finally adopted in March of this year and on the 50th anniversary of the power company. The first 500 people to rent a range were to get free installation. Those 500 people installed ranges within the next 10 days. Since that time more than 500 more have begun to cook with electricity—on “trial ranges.”

In addition, there were 103 ranges sold during the first six months of 1933 compared to 145 for the same period last year. Of these 103 sales, 69 were by dealers who, in the same period last year, sold 71 ranges. Total sales therefore, regardless of trial ranges, are only off one-third. About the national average decline. That dealer sales have suffered is not borne out by the facts. Add 858 ranges that went out on trial during the first six months of 1933 and you have a total of 961 ranges added to the lines—three times as many as were added in all of 1932. The total ranges installed up to August 10, when this survey was being made, amounted to 1,150. Hartford, therefore, finds itself absorbing six per cent of the entire 19,000 ranges sold in this country for the first half of 1933—and that with only $\frac{3}{10}$ of one per cent of the country's domestic meters. With business only "at normal" there will have been installed from 1,800 to 2,000 ranges in Hartford this year.

Now let us go back for a minute to the trial ranges as it effects the dealer and other branches of the industry. We have said that the trial range is inferior to competing ranges handled by dealers. The obvious inferiority of the trial range is a definite part of the plan; it was not

(Please turn to page 62)

Electrical Merchandising, September, 1933

5 DEALERS who use the *Service Approach* Get Cleaner Business

LIKE the woman in a hurry to rescue her escaped canary who called the police and asked that the flying squad be notified, the vacuum cleaner salesman today is looking for quick short cuts to sales.

"Our best method of routing out live prospects in Elgin, Ill.," says Ellis C. Ruemellen of Ackemann Brothers, "is to plaster the town with door hangers offering a free inspection of vacuum cleaners, regardless of make, with the idea of keeping them in working order. Even in this Illinois town of 9,085 families, homes are over-canvassed. These door hangers get me in. Out of 15 calls I can expect to find 4 or 5 repair jobs. Of course, I leave the family a new cleaner to use while I take the old one over to my house. I do my own repairing, and divide the time about 50-50, mornings soliciting, afternoon repairing. A worn out cleaner generally ends in a new sale.

"The second string I pull is that of easy terms. We're going to have 'dollar day' here pretty soon at Ackemann's. Naturally I will make a great thing of it for the vacuum cleaner department. Getting one for a 'buck' down at a special sale stimulates action. Buying in Elgin, the home of watches, still needs action like this. The NRA activities have not yet been felt out here. A lot of fellows have gone back to work but they still have their fingers crossed and are salting away the first few pay checks they get, or are paying off old debts."

Brown-eyed Virginia Miller, who takes care of the vacuum cleaner table for R. F. Auld of Block & Kuhl, Aurora, Illinois, declares that her greatest success comes with telephone solicitation. Each morning she sits down and calls a list of names offering free inspection. She leads off with "How is your vacuum cleaner working?" and brings out clearly that periodical inspection is a free service and will cost the customer nothing. In this way she prepares the way for household calls and possible "plants" by Mr. Auld and her father, Frank Miller.

"They find that friendly visits are the best type of approach in this town of 12,085 families," she says. "They just gradually get to the subject of vacuum cleaners in their solicitation. In the city I know salesmen go to the point much quicker but it does not seem to work out here."

Over at the Western United Gas & Electric Company, Salesman R. G. Freer finds that the tip system, with leads coming from the 200 employees eager to win prizes, is the best source of business, and good for at least two sales a week.

"I find that husbands are again in the saddle when it comes to buying household appliances," he says. "You

can call on all the women you want to, but none of them will take the responsibility in these times of tight money of making a purchase of an appliance as costly as a vacuum cleaner. Consequently most of my closing is at night, and I find that stressing the durability factor is very important. Usually the family has seen the cleaner they own wear out and want to make their next investment stand up for a long time. Six men out of ten know little about mechanics but they like talk along this line and I have even taken out the motor to show them how substantial a machine I was selling. Closing in Aurora is a matter of selling terms. I spend a lot of time in finding the easiest way for the family to pay for their cleaner. I make a great point of the fact that we have no finance charge. The public is sore on finance charges. The fact that people pay us only simple interest is a clincher these days."

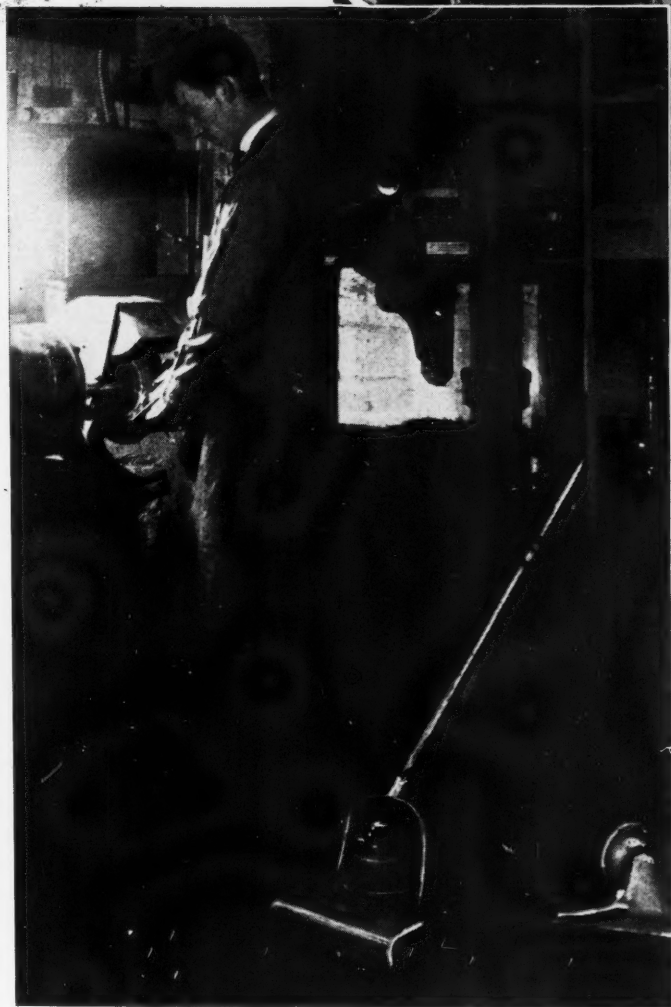
"DISCOVERY of some way of keeping salesmen stimulated will result in a lot more vacuum cleaner business for department stores," says H. G. Lagerstrom, credit man of the Joseph Spiess store of Elgin, Illinois.

"Most department stores have one vacuum cleaner man," he says. "Whenever the manufacturer sends in representatives to help him the local man usually works like a demon and in our case gets more business than the factory representatives. When they leave, he falls back in the harness. It is obvious that money alone will not stimulate him like the presence of other salesmen. Some method of keeping him going should be worked out."

The good will of a department store such as Joseph Spiess is always imperiled when the firm permits outside salesmen to canvass in its name, Mr. Lagerstrom points out. He declares, however, that so thorough has been the training of the vacuum cleaner men sent to the store (Hoover) that there has never been the slightest difficulty on this part. In general, with outside selling, he advises department store executives to immediately follow all outside sales with a letter stipulating the terms and conditions of the sale, so that the customer will be able to check at once whether the verbal understanding with the salesman represents the agreement of the house.

Roy Askins, buyer for Goldblatt's, Chicago, declares it to be his opinion that the quickest sales are to be found in the repair department. "Cleaners have been on the market long enough to wear out a lot of them. People have not been buying for the last two or three

*Finding cleaners that need
fixing provides good leads
today*



years. The situation is similar to that of the automobile. A lot of cleaners are on their last legs, and families are patching them up to keep them going. A smart salesman should find a lot of leads here, because any family that has worn out a cleaner has proved that it is indispensable.

That there is not much possibility in stimulating cleaner sales through new models or new colors, as with automobiles, is the opinion of salesman Freer of Aurora.

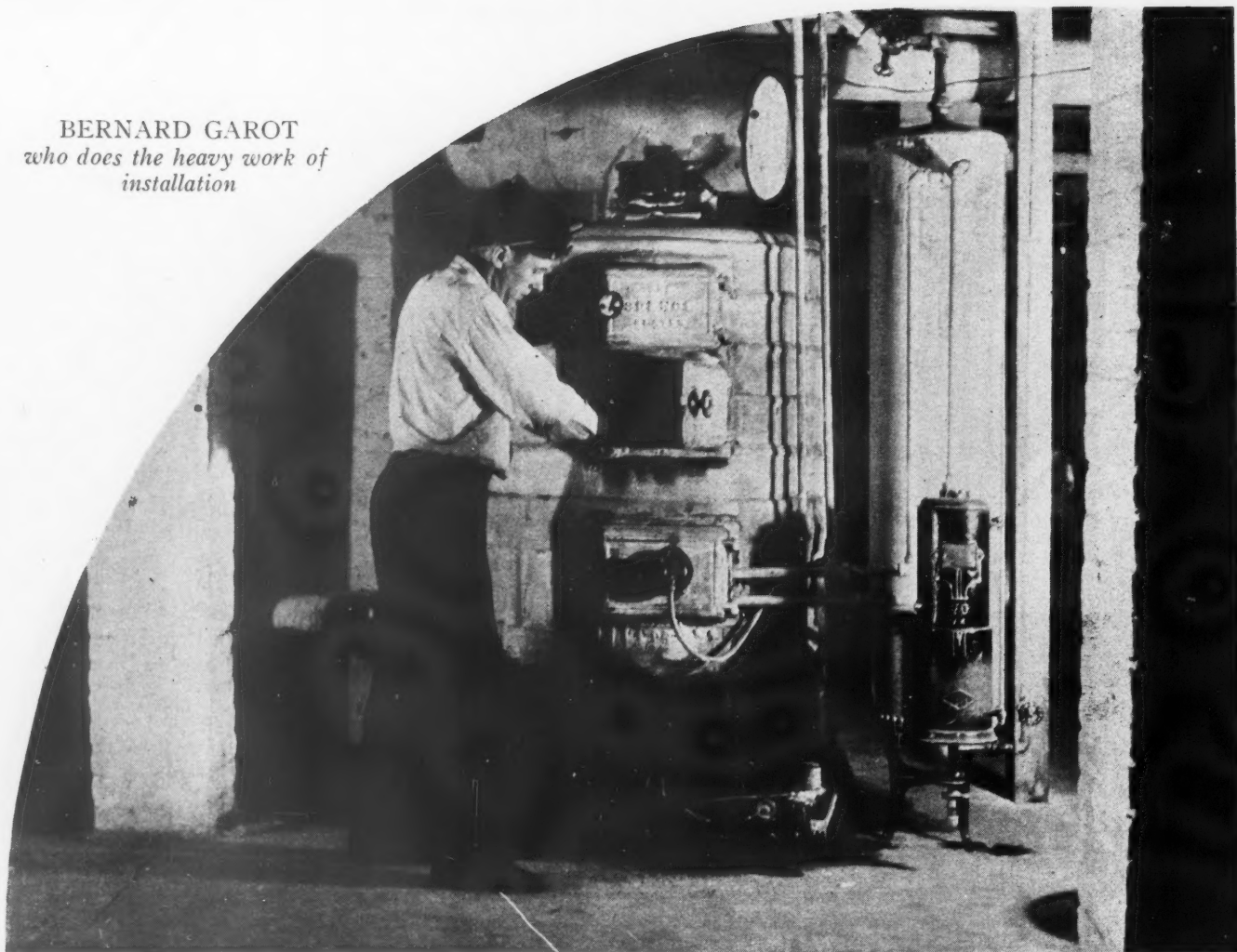


On the other hand, manager Lindstrand of the Sanitation System, Chicago, declares that novelty in *application* of vacuum cleaners gets the best hearing today.

"Madam," declares the Sanitation salesman at the back door, "I have with me a piece of equipment which will make your rugs look like new without taking them off the floor. Because we can only win friends with this equipment by showing it, I am authorized by my company to clean one of your small rugs for you absolutely without any charge purely as a demonstration."

He then takes a small rug, folds it over half way and with a blower device utilizes the power plant of the vacuum cleaner to shoot a thin mixture of soapy water over half of the rug. Then with another device he scrubs, or shampoos it, and finally throws air on the rug and dries it. From this sort of a demonstration he proceeds to show the woman how the cleaner can be used to demoth closets by blowing gas into them. Actually rug cleaning is a small part of the job of the vacuum cleaner, but it breaks the ice and wins a sale for the machine because of its remarkable versatility.

BERNARD GAROT
*who does the heavy work of
installation*



Plumber *and*

By T. F.
Blackburn

PERHAPS because Green Bay, Wisconsin, used to be one of those French Canadian north-woods towns where trappers dumped down bales of furs and hissed "Sacre" through their white teeth be-

tween shots of rye, we can use a hunter's illustration to show just what Arthur Garot and J. C. Gerhard are doing up there to sell oil burners.

Two men, two firms, yet both are on the trail of burner business. Just as with game hunting there's an advantage in this plan, with one firm looking in the basement and the other in the kitchen. A wider range, to use sportsman's language.

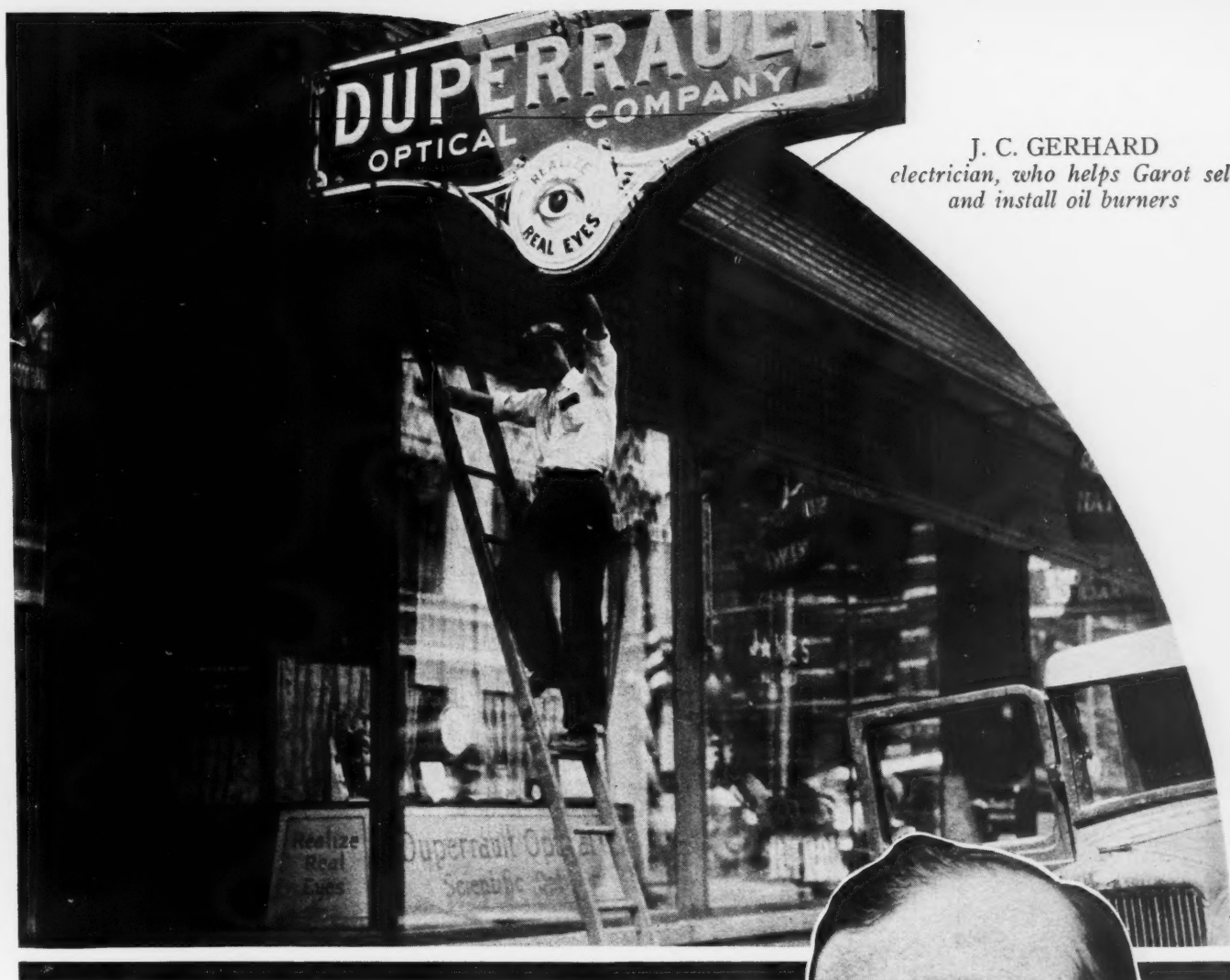
More than a dozen years ago Arthur Garot began to realize that Green Bay had a winter climate that would give an oil burner a regular punching-bag workout. Winter winds whip down across Lakes Huron, Superior and Michigan, hitting the town head on. Long, crisp, cool springs and autumns make fire welcome most of the year.

Join Forces to OIL

So, into his South Washington Street plumbing shop he introduced oil burners. Calling the men from their pipe threading and cutting, he taught them the hang of these appliances. The business had been there thirty-five years. The men were plumbers who prided themselves on doing a deft job, not on making a smooth talk to a prospect. Dirty hands were a badge of honor among them. Promptly they looked at the burner from a craftsman's viewpoint, and asked: "Who's going to do the electric work?"

"There's J. C. Gerhard up the street," said Arthur Garot.

Near the bridge is the Gerhard shop, neat as a new pin, with refrigerators in the window, Easy washers on



J. C. GERHARD
electrician, who helps Garot sell
and install oil burners

Electrician

Sell and Install

BURNERS

the polished show floor, and a sales girl, picked for plump blonde pulchritude, attending customers. Gerhard himself, a practical electrician, agreed to do the wiring on installations for oil burners which Garot sold.

This all happened in the days when business tumbled in, like ripe apples falling from trees. Time moved along and when approximately 300 burners had been installed in Green Bay (a town with 9,802 families) it was apparent that the cream was off the bottle. It became obvious that future business would have to be hunted down. Again arose the question, "Why not let Gerhard work in on this? He gets about as much as our plumbers, and his eye is on sales, not leaky pipes."

So Gerhard came into the selling picture. Upstairs



ARTHUR GAROT, Plumber
with his favorite pipe in his mouth

and down today the two firms are succeeding in making contacts that usually give them the first chance at any oil burner job that arises in Green Bay and environs. Employed is Gerhard's talent for selling. Kept busy is Garot's installation and servicing department.

The Gerhard Company carries no stock of oil burners. A sale is pure profit for it. On the other hand Arthur Garot is glad to have this extra channel for distribution.

He has seen that fundamentally his organization is one of artisans and workmen, not primarily salesmen. Were Green Bay larger, and Garot able to make contacts with half a dozen aggressive electrical dealers, his selling problem would be solved and his heating men could devote their entire time to placing the jobs already sold for them.

A Guaranteed Heat Cost

FLATTENED pocketbooks in Green Bay have heightened the feeling that oil burners are luxuries, Mr. Garot says, and much of the competition this year has been encountered with people who are considering coal stokers.

"They won't get you away from coal dust and the bother of shoveling coal and ashes," he remonstrates with his prospects, "Just subtract the nuisance of shoveling coal and ashes and enduring dirt from our guaranteed costs and you will find it foolish for you to pass up oil heat for economy's sake."

"You mean to say you will guarantee my bill won't be over a certain amount?" asks the customer.

"Yes, sir, we will guarantee your heat bill against running over a certain amount," replied Mr. Garot.

The firm does this by very carefully checking the radiation in the house being considered. Taking an average winter in Green Bay as an index, and allowing for a good high heat in the house, Garot has found that he can positively guarantee the customer that his bill will not run beyond a certain amount for the year. Sometimes it is close, as was the case with the city physician, whose yearly oil bill came to \$225, on a job that Garot had guaranteed not to run beyond \$225. In smaller homes Garot has guaranteed oil heat not to run beyond \$85 per year, and made good.

"You see, people have to lay out money at the time they buy oil. The fact that they have to wait a year before they can make a claim against my guarantee, causes them to be rather prudent in the use of oil. Knowledge of what the burner will do, (He handles Torridheat) the winters up here and the heat needed enable me to do the rest. It's a mighty strong selling point and a most effective one under present conditions."

Oil Burner Trade-Ins

ALREADY the firm of Arthur Garot has encountered oil burner trade-ins, principally orphan burners. Noisiness, sootiness and high oil consumption seem to be the chief causes for families letting go of them, and in all cases they voice their appreciation of the fact that they realize oil burners have improved with times just like other machinery.

This MONTH ————— as the EDITORS See It

GAS ENTERS CHICAGO HOME HEATING FIELD

(Continued from page 29)

However, it can be translated as in table I. (below)

It has been estimated that about 1,650 gallons of oil will be consumed in the average six room house in Chicago in a year. This, reckoned at 1.40 therms per gallon, means that the householder will burn 2,310 therms (in oil) a year. At the cost of \$0.041 per therm, this means an expense of \$94.71.

If we reckon the same consumption of 2,310 therms in gas, a deduction of 231 is in order, because gas is 14.1% more efficient than oil. This makes it necessary to use 2,010 therms of gas on this job, which at 7c. brings the gas consumption to \$141.25 for a year.

Other elements of cost enter in, and the picture, to carry out the arithmetic of figures advanced by one dealer, and those of the gas companies, result in a comparison for our average family, living in a six room house, is shown in table II.

"Regardless of what the competition is, selling oil burners is specialty work, and the orders go to the fellow who gets around," W. H. Eucker of Timken, Chicago, declared. "We may have to adjust terms. Time will tell. I am of the opinion that oil still has a 40% advantage."

H. P. Burton of Automatic Oil Burner Corporation said: "I think the public is still sold on the idea that gas is high priced. This belief greatly favors oil burner selling. What advan-

tage the new gas rates offer are to small homes. Oil still outstrips gas on the large ones."



GAS HEATING

The gas companies in Chicago are pushing the sale of conversion burners and are offering the oil burner men new competition.

TABLE I

Cost	Heat Content	Cost of Therm	Efficiency Loss	Cost of Therm 100% Efficient
Oil, 5½c gal.....	140,000 BTU	\$.041	30% (.0123)	\$.0588
Gas, 7c therm.....	100,000 BTU	\$.07	20% (.014)	\$.0875

TABLE II

	Price Burner	Flue Lining	Depreciation 10%	Maintenance Gas Cost Year	Electric Current	Cost per Year
Gas burner*	\$149.50	\$45	\$19.45	\$141.25	\$160.60
Oil burner*	\$400.00	...	\$40.00	94.71	\$12.00	146.71
Amount in favor of oil						\$13.89

*Based on estimates

Setting Up

A Business Reserve

By Maxwell A. Coleman

Coleman Electric Co., Allentown, Pa.

Q *How the Coleman Company of Allentown, Pennsylvania, solved the problem of creating a reserve to tide them over depression periods*

MANY articles have been written to help the average business man put into effect sound methods of merchandising. By applying these practical methods the merchant was able to make a profit. We have read of dealers selling tremendous quantities of washing machines, radios, etc. through special campaign methods. Thus he was able to make money and expand his business. Then we had the after effects of the 1929 crash. Many electrical dealers fell by the wayside, not because they neglected to follow the successful and practical ideas of merchandising but because they were not taught the value of *building a reserve outside of their business* to take care of emergencies such as we have gone through the past three years.

How Coleman Did It

It may interest other dealers to know how the Coleman Electric Co. of Allentown, Pa. solved the problem of creating a reserve. In 1925 an imaginary employee was put on the pay-roll and called "Protective Reserve". His salary was put away systematically each month. And before going into details, I wish to point out that conditions for doing business in years to come will be radically different from those in the past. Banks are now operating on a restricted credit policy. The business man of the future must become more and more his own banker. He must set up a reserve for "depression insurance." The reason is apparent. Every business man has his plant, equipment, supplies and stock insured against fire; he has his workmen insured under the Workmen's Compensation Act, although they may not meet with an accident; he has his trucks protected by property damage and public liability insurance, although

an accident is not a certainty. Few business men in the past however have insured their business against depression, although depressions have come with considerable regularity, about once every ten years on the average. Therefore, it is a wise business policy to insure against certainties. Frankly, when the Coleman Electric Co. began building up this reserve we did not have a depression in mind but felt that the day might come when this money would come in handy. Now, in the new order of business, the value of continuing this plan is more forcibly felt than ever.

In the past, many business men set up no reserves, or if such were set up, they were merely book-keeping entries and the reserves were left in the business. The result was that when times got bad and the reserve was needed to save the business, they were found to be in the same boat and both went down together.

Many firms set up their reserves in securities, the value of which was affected by the very depression against which they were designed to protect the business. When bank credit failed and the reserve was needed, it was found to have evaporated, or to have depreciated so as to be insufficient for the purpose.

The System

The system we followed in setting up an adequate business reserve was done according to the following fundamental principles:

First, the reserve should actually be set up and not be merely a set of book-keeping entries.

Second, the reserve should be set up entirely outside of the business for the reasons above stated.

Third, the reserve should be amply secured and placed with an institution capable of protecting it so that it will

be available when it is needed in an emergency.

Fourth, after the reserve has been built up, the funds set aside for this purpose should have a high degree of liquidity. In periods of depression, the reserve fund may be needed in a few days to protect the business.

Fifth, the money which is being set aside to build into a reserve fund should draw as high a rate of interest as is consistent with safety, but ample protection should not be sacrificed for a high return.

Sixth, in building a reserve separate from the business, the money should be set aside with an institution which has been in successful existence for at least 30 years. During three decades, such an institution will have successfully weathered three depressions.

Seventh, the institution through which a reserve is being built should conform strictly with the laws governing such companies in the state in which it operates.

Regularity Stressed

The plan to be effective should be systematic, not haphazard. A *regular* sum should be set aside on the pay roll and laid aside each week.

The business institution that most quickly readjusts itself to changed conditions and realizes that a new order of business is now called for, and sets up its reserves to safeguard it against depressions and credit contraction, and has a personnel which is free from financial worry because they have personal reserves, will be the business institution that will come most quickly out of the present trying times and get a flying start in the new race to a new prosperity.

The bread-and-butter line MOVES UP

DEALERS REPORT

*Summer Boom in
Washer Sales.....*

*Higher Average Prices
Prevail.....*

THE old bread-and-butter line of the electrical dealer—the washing machine—has taken on a new lease of life under the benevolent auspices of the New Deal. Production and sales figures for the months beginning with March and stretching through August, have bounded blithely forward with all the liveliness of a colt let out to snake itself a brand new pasture. And in the washer business, sales figures for the summer months usually exhibit all the symptoms of a patient suffering an acute relapse. Ask the manufacturers. Ask any dealer. In 1930, the June figures stood at 46,921 units; in September they went to 61,594. In 1931, the June figures read 46,379; in September, the summer safely past, they went to 70,036. In 1932 (a bad year, of course) the June figures were 33,352; in September they had staggered up to 54,763 units. This year, instead of showing a steady decline from February and March levels, the figures have gone steadily and triumphantly on. Not only in exceeding the sales for the month previous but doubling and trebling the sales made in the same months last year.

We wanted to know what was back of these unseasonal advances in the washing machine field. Dealers replacing sadly depleted stocks? A wave of dealer buying in anticipation of price advances on manufacturer's raw materials? Or actual sales from the dealer's floors resulting from public purchases long deferred?

There was only one way to find out: We asked a representative group of dealers, department stores, utili-

ties and leagues. Without exception, every reaction has been that the public are buying—in many cases without even direct solicitation. The washing machine business is enjoying a second boom. In all individual cases, dealers reported large increases over last year. And in addition they reported a higher average dollar volume. Dealers have reported, in some cases, that washer business is two or three times bigger than last year; that their greatest difficulty lies in getting stocks in from the manufacturer to fill present orders. Here are some typical examples:

Thomson & Vannington are typical old-line dealers who have been in business for 24 years at Englewood, N. J., a better-than-average New York suburb. They employ four commission men on the outside and do a good store business through their attractive showrooms—a business which usually runs somewhere in the neighborhood of \$125,000 a year. They handle Easy and Maytag washers.

"Our washer business for the past three months is 25 per cent ahead of the first three months of 1933," Mr. Vannington reported. "Business is certainly good—especially this month (August). It looks as though we will go way ahead of every month this year."

"How about your average unit sale in dollars?" we asked. "It is any higher?"

"Well, we've always maintained a pretty high average," Mr. Vannington replied. "Most of our business is done on the \$89.50 and \$99.50 machines but we sell enough of the \$149.50 and \$165 models to average out over \$100. There's no percentage in selling lower-priced merchandise. Of course, the price situation may change any day. Already manufacturers have withdrawn price quotations and will only bill us on shipment. But the hardest job is to get shipment. They tell us they are having a job getting caught up on orders. It looks like a good summer all right."

Next we asked J. E. Hardee, a successful dealer in Jamaica, L. I. Mr. Hardee has no commission men working on the outside but he employs eight floor salesmen and eight service men. It is chiefly through an efficient service organization that he obtains leads; that plus a good advertising job locally.

"I don't know how to explain the unexpected increase in washing machine sales," he said. "We are ahead of last year and sales have increased every month of the summer over the month previous. Up to the 23d of this



month (August) we will have sold three times as many washers as we did in July. And we haven't been putting on any stunts to get the sales. People have been coming in. When the final figures for August are in we should have sold close to 100 machines. And our average sale price runs around \$90 with the majority of sales coming on the \$69.50, \$89.50 and \$109.50 models." Mr. Hardee handles Easy, Maytag, Thor and ABC.

At the Philadelphia Electric Company where ABC washers are handled exclusively, an official of the sales department reported that sales for July on washers were 47 per cent ahead of July last year. The estimate for August is even higher—52 per cent. It all started at about the time of the inauguration. April was 32 per cent up, May 24 per cent, June 29 per cent and July 47 per cent. As in the case of the other dealers the biggest increase has come in the July and August months. With September and October normally the biggest washer months, we may see even more records consigned to the ash-can.

Rex Cole, New York distributor for General Electric laundry equipment reports a 15 per cent increase for July over June and a similar increase for June over May. This record might even have been improved, according to Paul Hichborn, retail sales manager, if their efforts on washers had gotten under way sooner. It is a new line for this veteran refrigerator distributor.

Up at Poughkeepsie, where the Central Hudson Gas

& Electric Corporation, under the benevolent leadership of H. E. Dexter, general commercial manager, helps build appliance distribution for numerous alert dealers, the washer industry gets another boost.

"I find that the increase in our washer business for this district in 1933 has been 20 per cent in units over that of a year ago. This increase has been almost a uniform increase by months over the first seven months of the year."

A similar report came from J. H. Van Aernam, merchandise manager of the New York Power & Light Company at Albany. This power company, a subsidiary of the Niagara-Hudson Power Corporation, discontinued their own appliance merchandising department over three months ago and have been actively engaged in setting up a cooperative merchandising operation with the dealers in the territory. Dealers report all sales to the power company.

"Our washing machine sales in this district have shown a steady rise since the early spring months," Mr. Van Aernam said, "Since we went out of merchandising, we have only begun to collect the figures on total dealer sales. These show that unit sales for April were 528 machines, in May 598, June 658 and July 692. August, from the reports already in should show a bigger increase than any previous month.

"One department store alone, here in Schenectady sold 59 washing machines in the month of July."

Your Old Electric Washer

Trend shown in this ad from the May Co., Cleveland, is typical of much washer merchandising in August: higher prices with trade-in allowances.

The May Company has the largest selection of electric washers and ironers in Cleveland

Washes
Blues
Starches
Rinses
and
Damp Dries
120.00

[illegible]

DOUBLE EAGLE STAMPS TUESDAY

69.50

With the new EASY no-slip safety wringer. Equipped with new EASY-trigger safety release—this allows you to pull open on contact—without your personal attention. Positive gear-drive of both rolls eliminates the slipping, stalling and excessive wear on clothes so often encountered in cheap "hand-me-down" wringers. Larger capacity, large rubber casters, quiet power plant.

Double Eagle Stamps Tuesday

A black and white photograph of a mechanical device, likely a press or a pump, with a cylindrical body and a handle. The device has a sturdy frame with four legs and a central vertical rod with a handle. The top part of the device appears to be a hopper or a container. The overall design is functional and industrial.

69.50

**THIS MAYTAG PRICE
GOES UP SEPT. 1st**

Very easy terms make it convenient for anyone to take advantage of this unusual winter opportunity.

Liberal Trade-In Allowance

79.50

Ask about our trade-in plan. Note these features: High-pressure pump drains the water from tub—white vitreous enamel tub, washes eight pounds dry weight per tubful—pressure cleanser cleanses the wash water from clothes with gentle pressure—quiet motor, no belts.

Double Eagle Stamp Tuesday

Is Non Electrically Lighted

Housecleaning time brings the greatest cleaning convenience of many years—The Hoover Heatline, a small electric light mounted on the cleaner to light up dark corners for thorough cleaning. Saves overhead light. Average owners cost less than a year. The Hoover man, bonded and trustworthy, is everywhere. He'll show you this new Hoover Heatline. He'll show you, too, why Positive Agitation enables The Hoover to remove far more dirt than any cleaner.

It LIGHTS as It Beams... as It Sucks... as It Cleans!

Hoover Models as Low as

59.50



Easy Payments
 Yes, as Low as
4.50
 Down Monthly

This Model

69.50

[illegible]

DocId: 34161184

79.50

The CONLON loses everything that would limit
Dining room chairs, ruffles, "fussy things" are found
as beautifully as the plain set work, easier and better
than ever before.

Ferns, vines, plants or painted stems, flowers with
"cellulose" finish that will stretch you. Pays for itself
on pressing savings alone.

Seasons colors and values in a most beautiful fashion.
Your preferences should be the CONLON finish...
it is every desirable feature.


Double Eagle Jumps Tuesday

With the Automatically Safe Wringer

100.00

New Four-Roll Wringer—Double Life to Rolls—Double Wring Remover More Soap—Automatically So you can put your hands between the moving rolls and any harm to them whatever—Automatic Cord Release—Guided Eject Mechanism—Flushing Power Washes Fast and Thoroughly—Ask about our Trade

let cushioned power



make your daily cleaning easier!

You can now introduce to your cleaning routine a new, exciting, and highly effective way to clean. We want you to see how our revolutionary new cleaning system can make your cleaning routine so much easier. You'll be amazed how easy it is to use... just spray, wipe, and clean! You'll be amazed how easy it is to use... just spray, wipe, and clean! You'll be amazed how easy it is to use... just spray, wipe, and clean!

For All the Jobs from the
 most varied protection
 systems, built on
 the famous
 1911-1912 115-101

Pioneer Price Goes Up Sept. 1st

Double Eagle Stamp Facility

A u g u s t A D S

s h o w

Refrigerators

Washer Prices Increased

MARK SULLIVAN, writing "Our Times," one of the most humanly interesting histories of the United States, scanned the newspaper ads of every period with the same care he lavished upon the political documents and personalities. For in the ads is unconsciously set down a live record of the progress of a people; whether they offered the first Fords at \$1,500 with a bicycle pump to inflate the tires, or a whalebone corset designed to compress the little woman's bulging hips into a sterner mold.

And so it is, too, with the electrical business. Its progress and history, its record of the emergence of a new industry such as refrigeration or air conditioning or its just as candid reflection of shoddy price-baiting, are all set down from day to day in the advertising pages. Appliance advertising for the month of August, for instance, records the following "progress":

Washing machine prices, heretofore weltering in the \$29 and \$33 brackets, have thrust off the shackles that tied them to the "no-profit" levels and have made impressive and encouraging advances to the \$69.50 and \$89.50 levels. As higher priced models are generally featured in newspaper space, it is not unreasonable to assume that a large body of sales have been made in the \$100 and higher brackets. This fact we have checked by surveying representative dealers who find their average unit sale to be in the \$90-\$100 class. The specific information is printed elsewhere in these pages.

Refrigerators have crowded washing machines out of the newspaper ads for the dubious honor of enticing the public via the price bait route. The \$69.50, the \$79.50, the \$89.50 and the \$99.50 electric refrigerators make up by far the largest majority of advertising to the public. The \$150 to \$250 offer is the rarity. This is perhaps a natural sequence of events: refrigerators are very much in the public eye, therefore, price inducements will attract more attention. The washer people are learning that it ain't so. And the net result of consistent advertising to the consumer of ridiculously low refrigerator prices, is that the consumer gets the idea firmly fixed that the \$69.50 to \$99.50 levels are all that he will ever be required to pay.

August, being a big month for the furniture sales, the furniture houses stuck to furniture rather than appliances which they have been pushing actively during the first six months of the year.

In the washer business, higher prices have brought back into real prominence the invitation to trade in the old machine. Many ads featured the trade-in among which the May Company full-page, reproduced here, was perhaps the most notable.

Well, let's get down to some cases. Chicago, for instance:

Sears, Roebuck offered their Kenmore at \$44.95—the first recent let down from the steady plugging given the new "toperator" at \$65. . . . Wieboldt's splashed Maytag at \$69.50 less trade. . . . The Fair Store had Apex

at \$69.50 straight and another model Apex at \$49.50. . . . Fish Furniture, consistent space-takers, offered Faultless washers at \$36.95. . . . Marshall Field had a "Field Special Spinner" at \$79.50 and a "De Luxe" spinner at \$99.50. . . . The Chicago Maytag distributor featured the \$69.50 price. . . . Carson, Pirie, Scott went to \$33 on Apex and the Commonwealth Edison Company offered Federal washers at \$49.50.

Or St. Louis: Scruggs Vandervoort Barney advertised "Vandervoorts" plus a couple of wash tubs at \$59.50. . . . Also a Thor washer-ironer combination at \$69.50. . . . Stix, Baer & Fuller took a large hunk of space on General Electric washers at \$89.50 less trade-in. . . . They only had 65 of them, according to the ad, and they were reduced from \$139.50. . . . Union May Stern, the big furniture house, offered Faultless at \$44.95 and then later on threw in a year's supply of soap and two washtubs to make the combination price \$54.95. . . . Looks like the prices of tubs and soap are going up. . . . Sears had the Kenmore at \$49.95.

Or Cleveland: Mayer-Marks Furniture started the parade with an unnamed washer at \$33.75. . . . Brown Bros., featured Apex at \$49.50. . . . The Bing Company, another furniture house plugged Maytag at \$69.50. . . . The Maytag Sales ditto. . . . Colonial Furniture, the "Cleveland" washer plus iron and ironing board at \$39.50. . . . Bailey's put on a clearance sale of washers from \$33.50 up. . . . The May Company, who do the biggest job here, we have already mentioned. . . . They bill their appliance department as "The Largest Stock of Electrical Appliances in Ohio."

In refrigeration, Frigidaire kept up their consistent, excellent job, building all separate selling points around the theme-song: "Uses no More Current Than an Ordinary Lamp Bulb"; Kelvinator continued to pound the drum on scheduled price increases—with results; and the bigger department stores stood alone against an onslaught of price advertising to the public.

Evidence of the finest kind of constructive market-building and sales creating job that is being done is furnished by the Electrical Association of Philadelphia who, with the Philadelphia Electric Company and local distributors, have been carrying on an educational, promotional and sales job on air-conditioning equipment for the past two months. We reported last month the four pages of advertising and editorial material that appeared in a single issue of a Philadelphia newspaper; the same kind of a job is being continued. Philadelphia, with an aroused public, may find itself one of the first of our larger cities to create a volume market in the field of air-conditioning equipment.

Timken Silent Automatic, General Electric, Delco and Williams-Oil-O-Matic continue to lead all other manufacturers in newspaper space in the oil burner field. Especially noteworthy is the job being done by Timken on the new TSA oil furnace.

...The New Price Bait

Industry Lighting Campaign

By Frank B. Rae, Jr.

AT THE first convention of the Edison Electric Institute high hats were tossed into the ash-can. The utilities, like the rest of us, had been chastened by depression. They seem suddenly to have realized that operating a light company is a business of public service and not a divine right of self-anointed kingfish. And so, as I say, they tossed the high hats into the ash-can and knocked the stuffing out of the stuffed shirts.

"Let's go to work," said someone.

This at a convention of utility men, was a highly original idea. Also refreshing. It was seized upon with keen zest by the Institute's new sales committee, and before they disbanded they had formulated one of the sanest and most promising programs of electrical business revival we have seen since Steel touched thirty.

The editor has asked me to tell you about it.

* * *

THE official designation of this program is, I believe, "The E.E.I. Lighting Activity."

Refrigeration men, washing machine men and radio men will look upon this suggestion sourly. But I hope not too sourly. The cold fact is that the revival of mass business in major appliances is bound to proceed only about so fast, because major appliances cost money and a lot of us common people haven't got it—yet. We're gonta get it and we're gonta spend it, but right now there are those back bills to be paid and some new shoes to think about. Also, the teeth need fixing.

But lighting can be improved vastly at small investment. That interests a lot of us common folk. A few bulbs, a few shades, a portable, a few cents added to the monthly light bill—that's the picture from the average householder's viewpoint. The merchant thinks in terms of re-lamping at pre-depression wattages, of renovising, of stepping things up to meet chain-store brilliancy. And the manufacturer knows, if he knows his own signature, that the lighting junk in the plant is almost as obsolete as a foot-power lathe.

The amount of business per customer involved in this E.E.I. lighting operation is nothing to apply on the international debts, but the aggregate—because practically all our 25-odd million residential, commercial and industrial customers are light starved—is something for the industry to gaze upon with profound respect and go after with equally profound determination.

And they're going to get it.

* * *

AS near as anybody can figure, just about half—maybe more—of the utility industry is going after lighting this October and November. Moreover, they have "dealt in" the merchants, the fixture dealers, the contractors and the wholesalers on bases which assure to all and sundry a fair share of the resultant business if they play the game. My last check-up revealed 3,281 utility employees who are today, or will be soon, selling lamps,



shades, portables, fixtures and wiring jobs for retailers, contractors and wholesalers in various parts of the country. When the E.E.I. activity gets going there will be ten times that many.

Maybe twenty times that many. It depends upon how enthusiastically the retailers and fixture men and contractors and wholesalers of each community rally round the utility in its effort to organize a local coordinating lighting activity. If in your town, for instance, you all sit back and wait for somebody to hand you a large helping of lighting sales prosperity on a silver salver, the chances are that you will be disappointed because prosperity, in these times, is not being served off of silver salvers. On the other hand, if the local lighting trade hops aboard and whoops it up for "better light—better sight" in good old Podunk, the chances are 8 to 3—the way I figure the odds—that all hands will make a neat clean-up.

The E.E.I. Lighting Activity is national in scope, but local in application.

Manufacturers of lamps and lighting equipment who use national magazine advertising are pledged to increase their advertising coverage and devote it strongly to promoting the campaign. Added man-power is promised by both manufacturers and wholesalers. Editorial agencies are expected to submit and have published many articles on child eyesight conservation, road-travel safety, retail trade revival and increased industrial efficiency as effected by lighting.

....an *Invitation to*

Take The Feet OFF The Desk



The slogan of the activity—"better light—better sight"—is significant. Due to depression curtailments, lighting in this country has gloomed down probably 33 per cent below 1930 levels. Coincidentally, the researches of Dr. Luckiesh and his associates have established the fact that even the 1930 levels of illumination were so low that the public as a whole suffers a 20 per cent loss in "seeing" ability through lack of adequate light.

So here we have a practically half-blind nation hungering for light, needing light as light was never needed before. The campaign, looked at from that angle, is a job of very fine public service. Don't think I am sentimental when I put the proposition that way. The doctor who restores your health is worthy of his fee: quite similarly, the lighting man who restores a customer's "seeing" power is worthy of whatever profit he can extract from the transaction.

* * *

WHAT will happen in your town, if anything, will be this: The utility or your electrical league will call some sort of meeting and will propose that you and others in the trade get together on a lighting activity designed to fit local conditions. Maybe it will simply be a lamp-selling campaign, maybe it will be a quite elaborate home lighting, commercial or industrial lighting program, or a combination of two or all. Whatever local conditions indicate and whatever your local trade decides, will be the program you follow.



The Edison Electric Institute, the manufacturers of lamps and lighting equipment, the wholesalers serving your territory will one and/or all rally round to do whatever is in their power to make the decided-upon activity a success. These manufacturers and wholesalers have been mixed up in dozens or hundreds of such campaigns. They know what "works" and what "flops." Their advice can be taken at par because it is to their selfish interest to see that your activity succeeds.

It'll be pretty much your own fault if it doesn't.

Lighting

WAITS *to be* SOLD

IN AN effort to get some facts as to what was going on in the homes of our customers and to analyze more clearly the reasons for the declining residence consumption a survey was made by one of the operating units of the Niagara Hudson System, and I imagine the results attained from this survey would be duplicated in almost any other community in the country. A number of accounts which showed a decreased consumption against the same month a year ago were selected. They were spread through the entire community, so that they represented a cross-section of all classes of homes and incomes. Interviewers were sent out, armed with a complete history of the current consumption, to find out why the customer's use of service had diminished. Some of the questions which they asked these customers and the proportion of affirmative answers were as follows:

	Per Cent
Was reduction in use due to a planned curtailment of expenses? Yes	54.7
Has wattage of bulbs been reduced? Yes	20.
Has number of lamps been reduced? Yes	15.7
Were electric rates the cause of lesser use? Yes	7.6
Does customer know amount of money saved? Yes	29.3
Does customer know of 13-cent block in the rate and how little it costs for service? Yes	71.7

Of the customers contacted, 14.3 per cent were then without work and 6 per cent were on part time. No record, of course, was obtained as to the amount by which income had been curtailed in other cases.

A field experiment

Last fall conferences with lighting experts at Nela Park led to a field experiment in Utica, N. Y., to find a solution for these questions. The purpose of the experiment was:

1. To analyze the possibility of making home-lighting sales today.
2. To determine whether eyesight (and energy) conservation would be an appealing and successful basis on which to sell the homekeeper better lighting.
3. To prove whether an intensive sales effort on home lighting could be

From an address delivered June 7, 1933, at the Convention of the Edison Electric Institute, Chicago. Mr. Skinner's address was instrumental in arousing the interest which becomes effective in the industry-wide lighting campaign.



By
M. E. Skinner

Chairman, Lighting Program Committee
Edison Electric Institute

made a profitable activity for the central station.

4. To secure the reaction of co-operating dealers.
5. To discover the reaction of the customer to this new approach.

Thirty-five full days were spent making direct contacts and calls in individual homes, calls aimed to sell better lighting; *i. e.*, to interest the homemaker sufficiently in the eye-conserving value and desirability of higher levels of well-controlled light—at least in the living room—so that she would install the recommended wattages and make such changes in equipment as were necessary. In these 35 days 85 separate homes were visited. These 85 homes represented practically all types of medium class and better homes.

One hundred per cent of the 85 homes visited needed additional lighting. A survey of the lighting conditions existing in the 85 homes visited confirms conditions found in the home-lighting survey conducted nationally more than ten years ago, namely, that all homes were about "half lighted." A number of the homes investigated in Utica were better than half lighted, but it is significant that every one without exception needed additional lighting, and not for more luxury or purely decorative effect, but simply in order to bring that home up to those modern standards founded on the minimum re-

quirements of the new Science of Seeing.

Seventy-seven of the homemakers—or 91 per cent—proved to be "live" prospects, interested enough so that actual recommendations were made on the first call. In the eight homes in which definite recommendations were *not* made, only in one instance was this due to lack of interest. In the remaining seven circumstances made it seemed more tactful to let the matter rest until a future time when economic conditions changed.

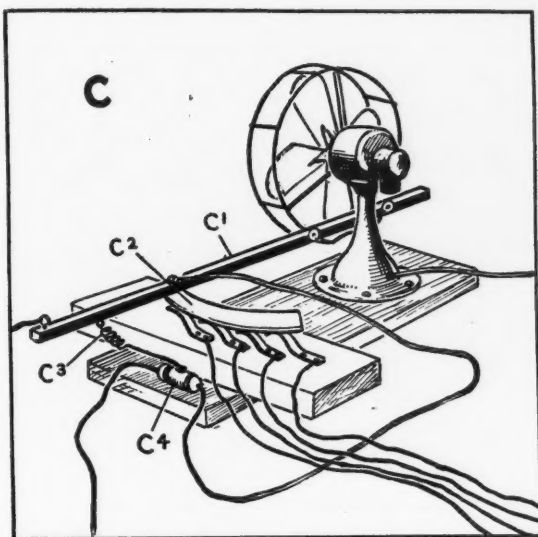
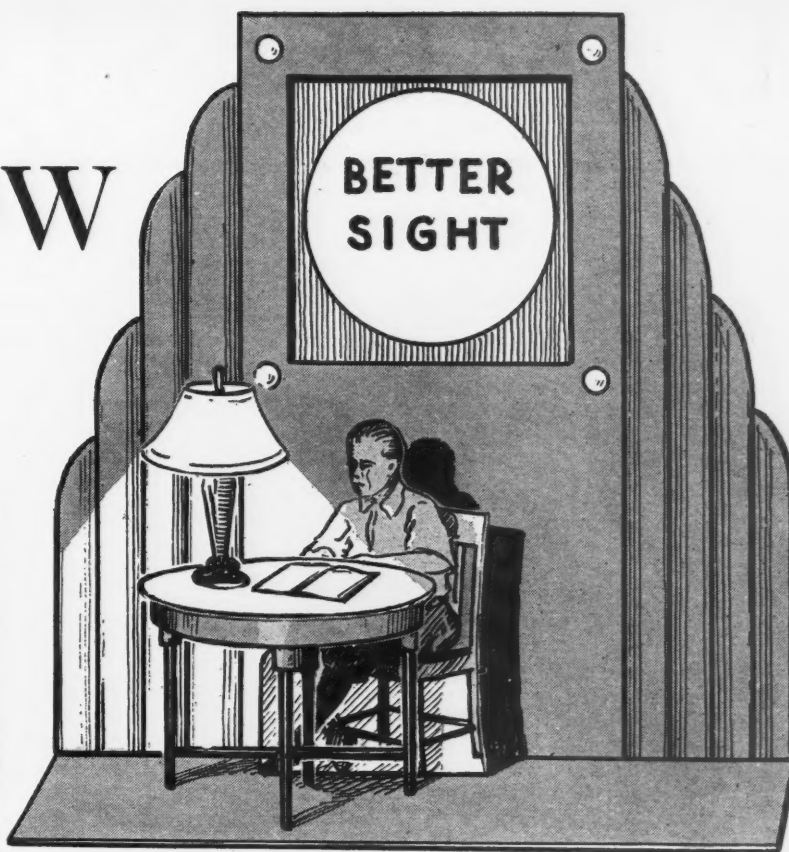
To what extent additional lighting is needed may be judged only in part from the recommendations actually made in these 77 homes. A total of 34,775 additional watts was suggested, averaging 451 watts per home. It must be borne in mind that this figure does not represent the total additional watts possible or even needed, but only such additions as seemed expedient to suggest on the first call. Furthermore, 62 per cent of these additional watts recommended were in but a single room—the living room.

Dealer interest and co-operation

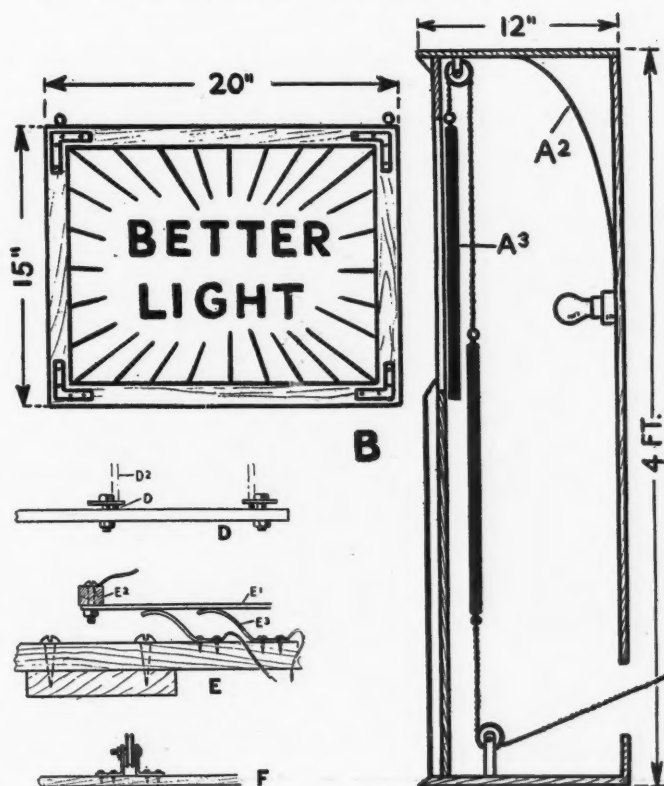
Even during this short experiment twelve out of the nineteen dealers who were approached concerning the project made at least one sale due directly to this activity, and in the case of those who made several sales there was a decided change of attitude in favor of closer co-operation. Before any direct contacts with the homemaker were even sought a call was made upon five electrical dealers, two fixture dealers, three furniture dealers, two department store lamp departments, three gift shops and four decorators in order to acquaint them with the plan and to seek their interest and their co-operation to the extent of supplying the kind and quality of merchandise needed for carrying out the lighting recommendations made in the homes. In most cases the interest was lukewarm, but as soon as women actually came to make purchases, the attitude changed, and in several instances exceptional co-operative interest was displayed. For example, one furniture dealer, who sold 2½ gross of small candle shades and three dozen 18-in. and bridge shades, as well as a number of lamps, due to this activity, sought direct help in re-ordering.

ACTION WINDOW

*To help tie-in sales
with Fall lighting drive*



C—Brass wiping contact (C2) has bolt at inner corner to avoid nut hitting individual contacts underneath. Chain-pull switch turns off all controlled lights on right swing and current on again on left swing. Spring (C3) softens jerk.



THIS Action Display, suggested by Dave Congress, is a center attraction piece for whatever merchandise, lithographs, lamps and other props you may select. The two parts of the BETTER LIGHT—BETTER SIGHT slogan move up and down and alternately replace each other, giving motion, color to the slogan.

The diagrams and captions are largely self-explanatory, but the height of four feet is merely a suggestion.

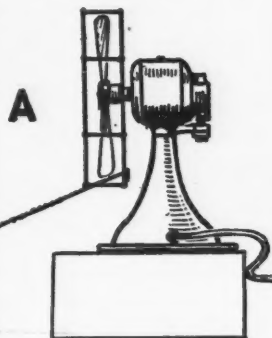
Make it in proportion to fit your window. Naturally, the cross-section drawing cannot show the two cords, which come through the rear and are then joined to continue as one to the arm (E1) attached to the oscillating fan motor. The length of the wooden arm (E1) and the distance of the fan from the display are determined by a few experiments, and depend upon the fan swing.

By adding more lower contact points (E3) you can have any number of lamps alternately dimmed and brightened. Place just enough counter weight on "A3" to bring it down by gravity.

The red lamp and red reflector give the "open" lettering (through opaque black) a reddish tinge with good daylight effect. Put at least three bulbs in lamp over boy,—one burning all the time; the other two progressively on, then both off.

F—Four pulleys are required. Made of angle irons, bolt, nuts and pulleys set low to keep cord in groove.

A—Paint reflector (A1) lacquer red. Red bulb. Weight sign (A3) to keep cords taut.
B—Angle irons on inside. Cover with tracing cloth or tracing paper. Lettering in reverse has no paint.
D—Wooden arm (C1) attached to wire fan guard with large washers, bolts and nuts.
E—Thin spring brass or bronze individual contact points (E2) bent as shown.



DEMONSTRATING



1 The home lighting representative makes an appointment with the housekeeper. At the appointed hour she calls at the home to tell her story of eyesight conservation through better lighting.

2 In telling the housewife of the science of seeing, she opens her kit and shows the Sight Meter used in measuring light for reading.

A HOME Lighting Kit has been designed for the use of Home Lighting Specialists and Home Service Workers engaged in the selling of home lighting to the American homemaker on the basis of better light for better sight. This demonstration kit is an easily portable suitcase containing an assortment of Mazda lamps; nine small lamp shades; equipment for showing lamp quality, advantages of cleaning lighting devices, reflection from walls and lampshade linings; a collapsible reflector for indirect lighting effects; an extension cord, two-way sockets, etc.; and a collection of before and after photographs of rooms renovated with better lighting, correct lighting for children's eyes. A Sight Meter which clearly indicates the amounts of light necessary for specific visual tasks is used in connection with the kit.

The contents of the kit have been designed not to tell the woman what she wants, but to demonstrate to her the facts of the new science of seeing so she will desire adequate lighting in her home to protect the eyesight of her family and to make her home more charming. When there are children or adults with defective vision the story is especially effective. Recommendations are made for the correct utilization of lighting equipment already in the home, for the proper lamp wattage in every socket, for the placement of portable lamps, and for the addition of new lamp shades, portable lamps and lighting fixtures. As the living room is the most used room in the house the majority of the effort is concentrated there. The place where the children study is always given special consideration. The experiment conducted in Utica showed that everyone profits from using a kit to demonstrate lighting in the home as an average of 220 watts were added per home and an average of \$8.00 in merchandise per home was sold by local dealers.



BETTER LIGHT BETTER SIGHT



3 The housewife sees for herself the large amount of light used for seeing in the daytime as it is registered on the Sight Meter.



5

Lamp bulbs are not the only factors in good lighting. Demonstration with a piece of white paper show that white linings in lamp shades, or light colored shades, will provide a more economical use of light.



4

After the shades are pulled down and the lamp turned on, she is aghast to find the artificial light at her best reading chair has been "inadequate for critical seeing." The home lighting representative shows the proper lamp bulb necessary to make the meter read correctly.

(Continued on page 52)



GENERAL WILL APPOINT 1150 AT ONCE!

There's a Big G-E Year Coming!

IN preparation for unprecedented sales activity just ahead, General Electric will immediately add 1150 new retail outlets. Dealers in open territories who measure up to G-E standards can become a member of one of the greatest and most effective retail sales organizations in the industry. You are invited to write or wire at once for details of the General Electric franchise.

G-E dealers will be provided with even greater sales and profit opportunities than ever before. Plans that have been tested and *proved* are flexible enough to appeal to every class of dealer—however large or small his facilities for display may be.

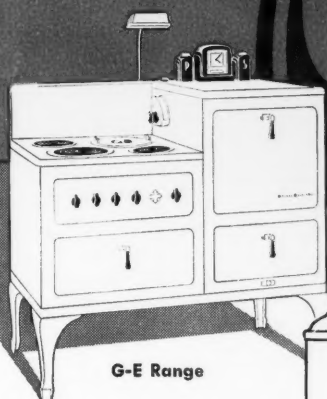
As a G-E dealer you will have the backing of the most successful sales stimulator in the electric appliance field—the General Electric Kitchen. Women who see or hear about the General Electric Kitchen are never satisfied until they have one in their home. They can acquire it from you on the G-E step-by-step

plan for as little as \$9 a month. They start with the purchase of a G-E Refrigerator, Range or Electric Dishwasher. Every G-E sale you make is but the beginning of a series of sales and profits, all from one source! You can sell a complete General Electric Kitchen for as little as \$600, allowing your customer a full two years to pay for it.

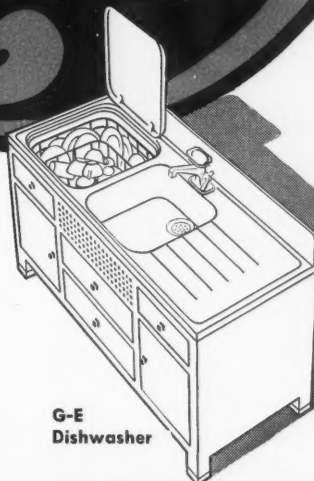
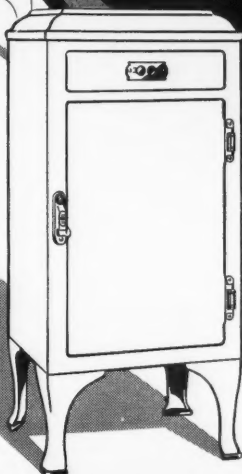
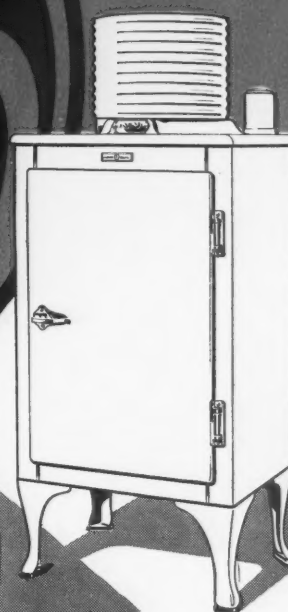
Ensemble selling featuring the General Electric Kitchen knows no slack selling seasons. It makes a year 'round business for the G-E Retailer—a business that is progressive and permanent, with net profits ever on the increase. And it attracts added sales for other departments of your business.

If you want a profitable electric refrigerator business, if you want to represent the world's largest electrical manufacturer, send at once for complete details. There's a big G-E year coming! General Electric Company, Specialty Appliance Sales Department, Section DE9, Nela Park, Cleveland, Ohio.

ELECTRIC NEW DEALERS . . .



G-E Range

G-E Flat Top
RefrigeratorG-E
DishwasherG-E Monitor Top
Refrigerator

Among prospective buyers of electric refrigerators surveys show General Electric has a 3 to 1 preference over any other make. The G-E Monitor Top is the *only* refrigerator with a 4-Year Guarantee on sealed-in-steel mechanism—and is universally recognized as the standard of refrigeration excellence. New G-E Flat Top models offer fea-

tures never before available in electric refrigerators selling for less than \$100—and they too are backed by the famous G-E monogram. Other General Electric kitchen appliances, including G-E Ranges and G-E Dishwashers, provide additional avenues of profit for General Electric dealers.

Get all the facts on the G-E franchise now available to 1150 new dealers. Fill out the Coupon below and mail it NOW!

Get This Information Today!

Mail Coupon to:
General Electric Co., Specialty Appliance Sales
Dept., Section DE9, Nela Park, Cleveland, O.

Send complete information on the G-E Dealer Franchise.

Name of Company _____

Name of Individual _____

Address _____

City or Town _____ State _____

BETTER LIGHT



6

The glare from a group of white or tinted bulbs in a ceiling fixture is overcome by small shades and good lighting is had from the proper wattage lamp bulbs.

7

The collapsible reflector is used to show that an indirect floor lamp added to this living-room will produce good general illumination for card playing or other occasions when the room is in general use.



8

Unshaded lamp bulbs in wall brackets are in the line of vision and always glaring. A shade eliminates this and the 40-watt bulb puts more illumination in this dining-room.

BETTER SIGHT



9 The home lighting representative uses photographs to show lighting effective for the other rooms in the house. These photographs illustrate better decorative schemes possible with new fixtures and portable lamps.



10

Tinted lamps are for decoration and uneconomical for general lighting as the Sight Meter clearly shows when equal wattages of flame tint and inside frosted lamp bulbs are lighted in succession. In the same fashion she shows why the blackened lamp bulbs should be replaced.

11

The recommended changes are quickly checked in duplicate on printed forms and the original copy left with the pleased housewife and, as the recommended changes are in keeping with the financial status of the home, another home lighting job has been sold.



Retail Code Provisions

on Wages Hours and Trade Practices



AFTER public hearing and much debate, the code covering the retail stores industry was revised and re-submitted on August 24. Deputy Administrator Whiteside then took it into his own hands to engineer it through the final stages and into the hands of the President for signature.

This code will, when approved, govern the electrical retailer. It was framed by representatives of all the organized retail trades. Following are the revised articles applying to hours, wages, trade practices and code authority:

Store Hours and Employee Hours

Section 1—On and after the effective date of this code, no employee of any retail establishment open for business fifty-two hours or less shall work more than forty (40) hours per week, except as follows:

(1) In stores which are open for business not less than fifty-six (56) hours nor more than sixty (60) hours per week, employees may work not more than forty-four (44) hours per week.

(2) In stores which are open for business sixty-three (63) hours or more per week, employees may work not more than forty-eight (48) hours per week.

(3) Nothing in this section shall apply to executives whose salaries are thirty dollars (\$30) per week or more, nor to registered pharmacists, or other professional persons employed in their profession, nor to outside salesmen, nor to delivery or maintenance employees, which delivery and maintenance employees may work forty-eight (48) hours per week or more, if paid time and one-third for all hours over forty-eight (48) hours weekly.

(4) All employees may be permitted to work not more than forty-eight (48) hours per week for a period not to exceed three (3) weeks in any six months.

Wages

Section 1—On and after the effective date of this code, retail stores shall establish minimum weekly rate of wages for a work week specified in Article IV, Section 1, as follows:

(1) Within cities of over 500,000 population (by reference to the 1930 Federal census) at the rate of \$14 per week for a forty (40) hour work week and at the rate of \$15 per week for a forty-eight (48) hour week.

(2) Within cities of from 100,000 to 500,000 population (by reference to the 1930 Federal census) at the rate of \$13 per week for a forty (40) hour work week, at the rate of \$13.50 per week for a forty-four (44) hour work week, and at the rate of \$14 per week for a forty-eight (48) hour work week.

(3) Within cities of from 25,000 to 100,000 population (by reference to the 1930 Federal census) at the rate of \$12 per week for a forty (40) hour work week, at the rate of \$12.50 per week for a forty-four (44) hour work week and at the rate of \$13 per week for a forty-eight (48) hour work week.

(4) Within villages, towns and cities of from 2,500 to 25,000 population (by reference to the 1930 Federal census) all wages shall be increased from the rates at which they were on June 1, 1933, by not less than 20 per cent, provided that this shall not require wages in excess of \$11 per week, but in no case shall the minimum be less than \$10 per week.

(5) Within villages and towns of less than 2,500 population (by reference to the 1930 Federal census) all wages shall be increased from the rates at which they were on June 1, 1933, by not less than 20 per cent, provided that this shall not require wages in excess of \$10 per week.

(6) In the South all minimum wages specified in this section shall be \$1 less, provided, however, that in no case shall the minimum wage be less than \$10 per week, except in villages and towns of less than 2,500 population, in which villages and towns all wages shall be increased from the rates at which they were on June 1, 1933, by not less than 20 per cent.

The South is defined as the following States: Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Maryland, District of Columbia, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma and Texas.

(7) Junior employees, between the ages of 16 and 18 years, inclusive, may be paid at the rate of \$2 less than the minimum wage otherwise applicable to them for a work week for the first twelve months of their employment; and apprentice employees over 18 years with less than one year's experience may be paid at the rate of \$1 less than the minimum wage otherwise applicable to them; except that in no case shall the minimum wage rate be less than \$10 per week except in villages and towns of less than 2,500 population (by reference to the 1930 Federal census).

The revised Fair Trade Practices Section is as follows:

On and after the effective date of this code—

(1) No member of the retail trade shall sell or offer for sale any merchandise at less than the net invoice delivered cost or current market delivered cost, whichever is lower, plus 10 per cent to insure that labor costs shall be at least partially covered.

(2) Nothing in the preceding paragraph, however, shall be interpreted to prevent bona fide seasonal clearances of merchandise so advertised or plainly marked or of highly perishable or damaged goods so advertised or plainly marked, nor shall any individual or retail organization for the purpose of a bona fide discontinuance of the handling of any line, when so adver-

tised or plainly marked, be stopped from selling said merchandise at less than net invoice delivered cost plus 10 per cent to insure that labor costs at least shall be partially covered.

(3) No member of the retail trade shall use advertising (whether printed, radio, display or of any other nature) which is inaccurate and/or in any way misrepresents merchandise (including its use, trademark, grade, quality, quantity, substance, character, nature, origin, size, material content or preparation), or credit terms, values, policies, or services; nor shall any member of the trade use advertising or selling methods which tend to deceive or mislead the consumer, including "bait" offers of merchandise.

The term "bait offer of merchandise" as used herein means the practice whereby a member of the trade through an appeal by price, brand, description, or other means, attracts prospective customers into his store and then through inadequate or disparaging sales presentation or through the quantity available, or through other means places obstacles in the way of the purchase of the advertised merchandise and forces upon the prospective customer's attention other merchandise upon which a greater profit is to be realized.

(4) No member of the retail trade shall use advertising which refers directly or by implication to any competitors or their merchandise, prices, values, credit terms, policies or services.

(5) No member of the retail trade shall use advertising which lays claim to or implies a policy or continuing practice of generally underselling competitors.

(6) No member of the retail trade shall secretly give anything of value to the employee or agent of a customer for the purpose of influencing a sale or in furtherance of a sale render a bill or statement of account to the employee, agent or customer, which is false in any material particular.

(7) No member of the retail trade shall promote or take part in commercial merchandise lotteries, or schemes of chance.

Code Authority Set Up

The new code sets up a code authority to act as a planning and fair-practice agency, to be composed of two representatives, fairly elected from each of seven branches of the retail industry represented, including the limited-price stores, and a representative or representatives to be appointed by the President, without vote.

The new code also defines the various branches of the industry at great length, bringing food and drug retail operations under the code where they are conducted as part of department stores.

Decision as to inclusion in the code of a clause dealing with the sale of prison-made goods was put up to General Johnson, who will act upon recommendation of the code authority.

Review of NEW Products



Quality Range Cooker

Roberts & Mander Stove Co.,
11th St. & Washington Ave.,
Philadelphia, Pa.

Device: Automatic cooker has been added to Models 4-142E, 4-143E, 4-146E, 3-137E.

Description: Automatically time controlled by clock connected to triple control at back of oven; 3-heat switch, 500, 250 and 125 watts; cooker consists of large 5 qt. seamless aluminum well surrounded by heavy wall of insulation—food can be frozen in cooker while oven is in use—set of 3 pans, pudding pan, trivet, rack and insulated lid with steam valve; Ranges equipped with Chromalox high speed closed type units; triple time control for oven, cooker and convenience outlet.—*Electrical Merchandising*, September, 1933.



GE Hotpoint Heaters

General Electric Co., Merchandise Dept.,
Bridgeport, Conn.

Models: "Algeria" "Tunis" portable fan type heaters.

Description: Nickel chromium heating unit suspended in air stream of fan constantly forcing warm air stream into room; wire gridded circular outlets front and back; wood handle; "Algeria" equipped with on-and-off switch to control both heating unit and blower fan; 1320 watts; grained walnut lacquer finish. "Tunis" has no switch; 1000 watts; brown and natural copper finish.

Price: "Algeria" \$8.95; "Tunis" \$7.95.—*Electrical Merchandising*, September, 1933.

Apex Cleaners

Apex Rotarex Corp., Cleveland, O.
Models: B-82; C-71-T hand cleaner.

Special Features: B-82, new swivel handle works on auto steering gear principle—patented hand-fitting pistol grip controls mechanism and twist of wrist turns head of cleaner in any direction; working parts are enclosed within handle; sliding lock provided near base permits instant conversion of handle to rigid type. Single pedal operated by foot gives seven cleaning positions for nozzle; headlight illuminates dark corners; new patented rubber bumper; improved type bag with nozzle directly back of center of motor; 2-speed $\frac{1}{2}$ h.p. motor—lower speed practically noiseless; 25 ft. cord; brush revolves backward instead of forward, making cleaning of small rugs easier; die cast housing; weighs 16 $\frac{1}{2}$ lbs. C-71-T, handle placed directly over center of gravity eliminating strain occasioned by unbalanced weight; $\frac{1}{4}$ h.p. motor; weighs 4 lbs.—*Electrical Merchandising*, September, 1933.



New Horton Washer

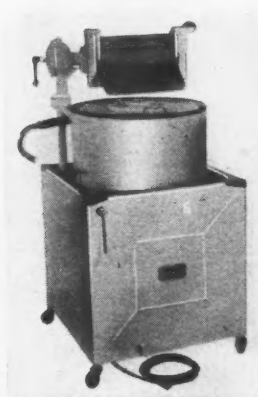
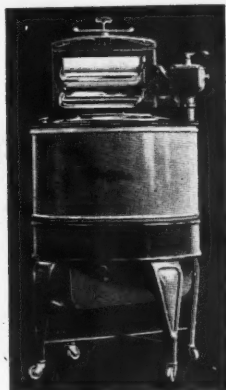
Horton Mfg. Co., Fort Wayne, Ind.

Model: No. 3 Standard.

Special Features: 4-wing aluminum submerged agitator; full size tub, 6-sheet capacity, porcelain enamel inside and out; $\frac{1}{2}$ hp. motor mounted in live rubber; fully enclosed mechanism; new agitator drive shaft; outside control lever.

Wringer: Full balloon rolls, crepe finish; 12 in. length; swinging reversible; adjustable pressure safety release.

Finish: 2 harmonizing shades of green; dome type steel lid cadmium plated.—*Electrical Merchandising*, September, 1933.



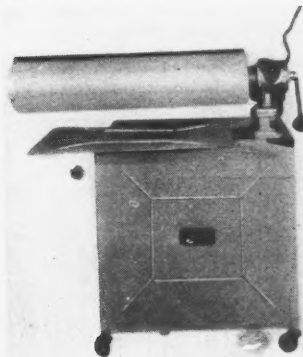
Kompakt Washer

J. J. Keith Associates,
570 Lexington Ave., New York City

Device: Kompakt washer with attachment ironer.

Special Features: Washer is enclosed in 22 in. square metal cabinet 23 $\frac{1}{2}$ in. high; when used for washing, tub and mechanism elevate to 34 in. high by turning crank on side of cabinet; when finished cabinet stows away under kitchen table, sink or closet; 4-sheet capacity tub; standard aluminum agitator; power wringer; motor driven pump; $\frac{1}{2}$ hp. GE motor; ivory porcelain tub. Ironer attachment furnished as accessory, operates on washer motor when attached to wringer post; flat table top of cabinet locks in convenient position for work table; 25 x 40 in. ivory porcelain-top kitchen table also available as accessory with storage space for wringer and attachment ironer.

Price: Washer, \$84.50; attachment ironer \$29.75.—*Electrical Merchandising*, September, 1933.

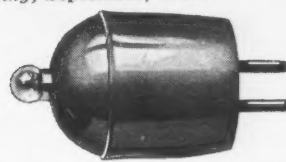


Safety Night Light

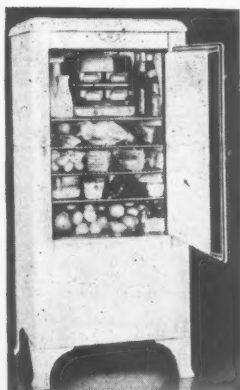
Hamilton Beach Mfg. Co., Racine, Wis.

Device: For use in bathroom, nursery, porch, etc. Consists of transformer enclosed in Plaskon shell which steps down current from 110 volts to proper voltage for flashlight bulb; burns 100 hrs. for about 1c.; ivory, green or blue.

Price: \$1.00 each.—*Electrical Merchandising*, September, 1933.



Review of NEW Products



Frigidaire Refrigerators

Frigidaire Corp., Dayton, Ohio
Models: SL-63, SL-73.
Capacities: SL-63, 6 cu.ft.; SL-73, 7 cu.ft.
Special Features: Twin cylinder compressor; automatic ice tray release; automatic defrosting; cold control; same ice freezing capacity and refrigeration power as comparable sized models in super series; Dulux finish.
Prices: SL-63, \$150; SL-73, \$194.—*Electrical Merchandising, September, 1933.*



Dodge Never-Lose-Screw

*Dodge Bros.,
 245 State St., Salt Lake City, Utah*
Device: Screw with lock washer to replace ordinary, constantly loosening screws in appliance plugs.
Description: Hexagon lock washer fits under head of screw in hexagon recess of plug; after screw is tightened one upturned finger of washer is bent into screw slot, making it impossible to jar screw loose.
Price: Screws complete, 2 for 5c.; 10 assorted sizes, 25c.—*Electrical Merchandising, September, 1933.*



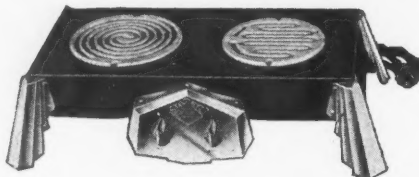
Chromalox Heetflo

*Edwin L. Wiegand Co.,
 7525 Thomas Blvd., Pittsburgh, Pa.*
Device: Portable, motor driven heater.
Description: Circular construction makes it possible to circulate heat evenly in all directions downward to floor; built to fit under low-built furniture; shade pole type motor; no radio interference; oilless bearings; Chromalox enclosed type 1000 watt heating element; 5 1/2 in. high, 9 in. diam. shipping weight 6 lbs.; art-style bronze finish.
Price: \$9.50; slightly higher west of Rockies.—*Electrical Merchandising, September, 1933.*

Star-Rite Hot Plates

*The Fitzgerald Mfg. Co.,
 Torrington, Conn.*

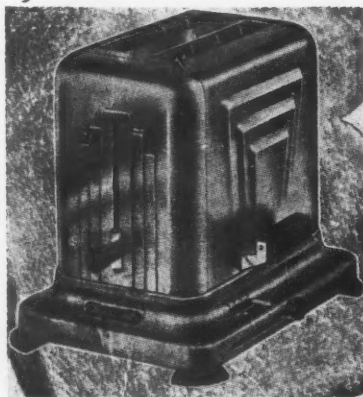
Description: Two burner, 4-heat hot plate; 1600 watts maximum; left burner 3-heats, 1000, 500, and 250 watts; right burner 1-heat 600 watts, off and on switch; air cooled spacer between frame and switches prolongs life for switches; fire clay heating units rest on 1/2 in. asbestos sheet and steel plate; entire bottom enclosed by baffle plate to protect table top; black enamel with chrome supports and fittings.
Price: \$5.—*Electrical Merchandising, September, 1933.*



Toastswell Toaster

*Utility Electric Co.,
 620 Tower Grove, St. Louis, Mo.*

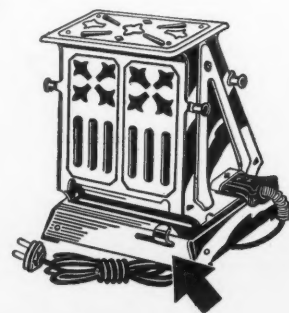
Device: Automatic, oven-type toaster.
Description: Toasts 2 slices bread, both sides at same time; bell rings when toast is completed, toaster automatically goes back to low heat, keeping toast warm; also available in non-automatic type; modernistic embossed lines; Trichrome finish.—*Electrical Merchandising, September, 1933.*



Universal Chafing Dish

*Landers, Frary & Clark,
 New Britain, Conn.*

Model: No. E-721.
Description: 2-heats, 160 and 420 watt; 3 pt. capacity; cover and food pan silver lined; water pan tin lined; Universal safety fuse plug; chromium plated with black trim.
Price: \$9.95.—*Electrical Merchandising, September, 1933.*



E-Z-Kleen Toaster

*The Made-Rite Mfg. Co.,
 Sandusky, Ohio.*

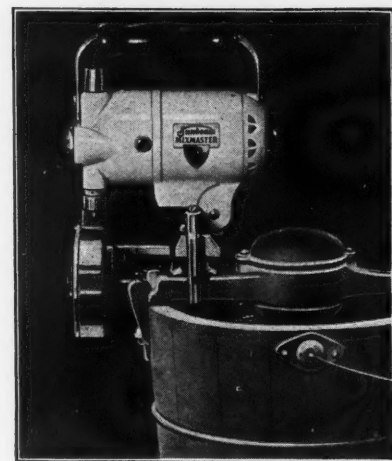
Models: 840, 842.
Description: 2-slice toaster; turns toast automatically by opening door; E-Z-Kleen feature consists of lever release in base which permits top to be removed from bottom to brush off crumbs. Model 840, nickel plated, cord attached; Model 842 Chrome plated, detachable cord.—*Electrical Merchandising, September, 1933.*



GE Hotpoint Urn Set

*General Electric Co., Merchandise Dept.,
 Bridgeport, Conn.*

Model: Lorraine Urn Set.
Description: 9 cup capacity; Calrod heating unit; 400 watts; sugar and creamer to match, 14 oz. capacity; large size tray, one piece construction; chromeplated with blue Calmold handles; sugar and creamer gold lined.
Price: \$19.95.—*Electrical Merchandising, September, 1933.*



Mixmaster Attachment

*Chicago Flexible Shaft Co.,
 Roosevelt Road and Central Avenue,
 Chicago, Ill.*

Device: Ice Cream freezer power unit which attaches to any make freezer; utilizes Mixmaster motor to do crank turning; once fastened to freezer need never be removed.
Price: \$3.00.—*Electrical Merchandising, September, 1933.*

THE WIRE*

that made electric heat possible



YOUR customers buy heating devices from you, because you have their confidence. For that same reason, the device maker buys Chromel from us for his heating units. In so doing he entrusts to Chromel his most priceless business possession, the good will attached to his name. This confidence in Chromel, we believe, invites your confidence in those good devices that are Chromel equipped.

Since 1908, we have been making Chromel. Life tests, in facts and figures, prove a uniform quality in Chromel that justifies its claim to leadership and your confidence in good devices that are Chromel equipped. To ourselves, the device maker, and to you, Chromel is a friend . . . (For your service department, send for our Heating Unit Calculator.) Hoskins Manufacturing Company, Detroit, Michigan.



*

Review of NEW Products

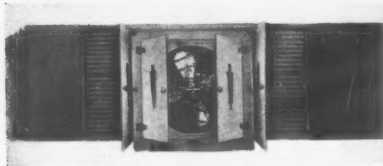


GE Hotpoint Chafing Dish

General Electric Co., Merchandise Dept., Bridgeport, Conn.

Description: Capacity 3 pts; 2-heats, —660 watts high, 150 watts low; Chromeplated food and water utensils, tin lined; blue Calmold handles; Beverage service consisting of 2 qt. pitcher, six 10 oz. glasses additional equipment suggested.

Price: \$12.95; with beverage set, \$14.45. —*Electrical Merchandising*, September, 1933.



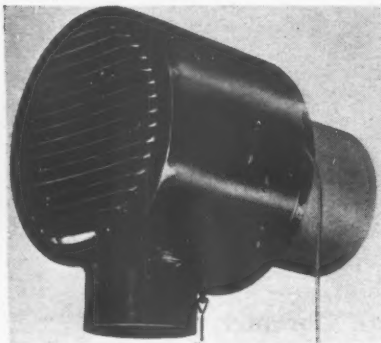
Burrowes Air Conditioner

The Burrowes Corp., Portland, Maine

Device: Burrowes "Health Window" portable, self-contained.

Description: Fits any double hung or casement window; filters, purifies, humidifies, dehumidifies, heats, circulates air, distributes disinfectant, eliminates outside noise; 1½ gal. water tank; red light warns when water is low, automatically turns off vaporizing unit; glass wool filter at back of window; a.c. or d.c. reversible motor; fan practically noiseless; ivory finish with black trim.

Price: \$75.00; \$5 additional for special finish. —*Electrical Merchandising*, September, 1933.



National Ventilator

National Sales Co., 3540 Sesko Ave., Cleveland, O.

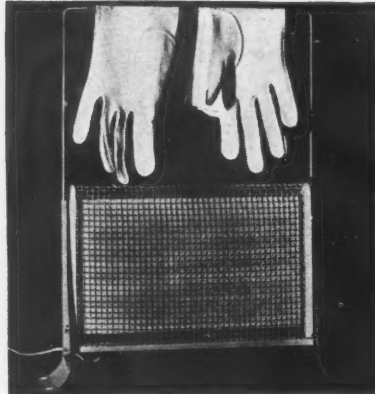
Device: Kitchen ventilator with 4 in. inlet pipe connection to stove and a 6 in. stub designed to fit into 6 in. chimney flues; uses same current as 25 watt bulb; fan handles 200 cu.ft. air per min.; induction type motor, 60 cycles a.c.; no radio interference; suction on 4 in. pipe when fan is running is 10 cu.ft. per min.

Price: \$10.—*Electrical Merchandising*, September, 1933.

Westinghouse Handy Drier

Westinghouse Electric & Mfg. Co., Mansfield, O.

Device: Handy drier, attaches to any convenient outlet for drying handkerchiefs and other small articles; does not radiate excessive heat; gives sufficient warmth to dry thoroughly not ruinously; 180 watts; adjustable rack; asbestos heating pad guarded by screen; green finish.—*Electrical Merchandising*, September, 1933.



GE Photoflash Lamp

Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, O.

Device: GE Mazda Photoflash lamp No. 10.

Description: Smaller edition of Standard professional type photoflash lamp No. 20 designed especially for amateur use; has peak light output of 2½ million lumens, although only as large as ordinary 40-watt lamp; bulb contains fine aluminum foil crumpled around a 1.5 volt filament; 2½ in. diam. 4½ in. long.

Price: 15c.—*Electrical Merchandising*, September, 1933.



Kaz Insectors

Kaz Mfg. Co., Inc.

3116 Chrysler Bldg., New York City

Device: Electric insect exterminators, Models 32 and 16.

Description: Automatic break-current turns off current when top of jar is removed; automatically shuts off current when jar is dry; pressure safety valve; Model 32, capacity 32 oz., operates continuously for about 1 hr.; diffuses 6 oz. insecticide; chromium plated shield surrounds vaporizing jar. Model 16, capacity 16 oz., operates about ½ hr. continuously; diffuses 4 oz. insecticide; Pyrex vaporizing jar.

Price: Model 32, \$12.50; Model 16, \$6.50.—*Electrical Merchandising*, September, 1933.



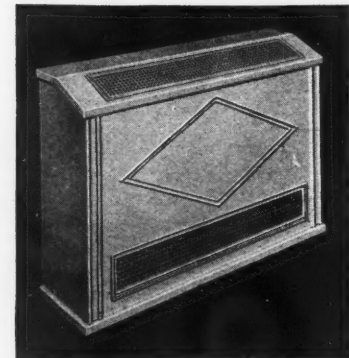
Carryola Humidifier

The Carryola Co. of America, 1669 S. First St., Milwaukee, Wis.

Device: Combines new type water vaporizer with motorized fan to circulate vaporized air.

Description: Water container and mechanism housed in aluminum vase that harmonizes with furnishings in home or office; evaporation is accomplished by means of immersion heater in floating chamber where only small amount of water is boiled at a time; vapor is circulated by induction type motor and fan; 2½ gal. capacity—1 gal. vaporized every four hrs.; safety switch shuts off current when all water is vaporized; 13½ in. high; 11½ in. diam. finished in 4 colors or plain polished aluminum.

Price: \$24.50.—*Electrical Merchandising*, September, 1933.



Thermolier Air Conditioner

Grinnell Co., Providence, R. I.

Device: Unit system conditioner, cools, heats, dehumidifies.

Descriptions: Self contained suspended or floor type units; conditions right at unit which can be placed anywhere, eliminating need for installations of ducts, pipes, etc.; copper housing; scientific spacing of finned copper tubing; copper eliminators prevent free moisture from passing into room; air passing over moisture laden tubing subject to scrubbing action; concealed copper drain pan catches waste water; variable motors and fans for local adjustment; Virginia cream finish or any harmonizing color desired.—*Electrical Merchandising*, September, 1933.

Middlebury Clock

Middlebury Electric Clock Corp., 325 W. Huron St., Chicago, Ill.

Model: "Century of Progress" No. 100 alarm.

Description: Synchronous motor; alarm back set and shut off; visible alarm indicator on dial; black Bakelite case 5½ in. high 7½ in. base.—*Electrical Merchandising*, September, 1933.

Better Light—Better Sight with WACO LAMPS

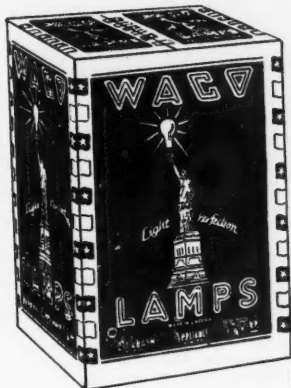
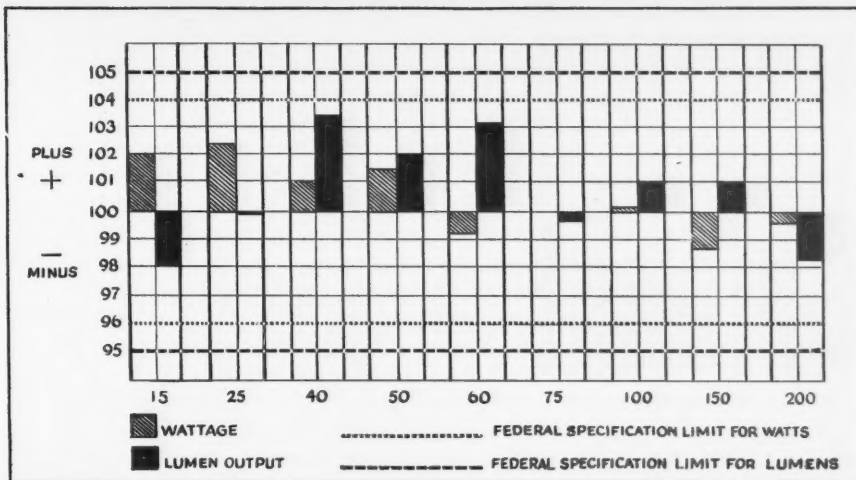
Uniform Quality is the result
of Constant Vigilance



Latest type direct reading
Photo-electric Cell Pho-
tometer, ageing and life-
testing racks with accu-
rately controlled voltage.



Composite chart showing
the average of daily pho-
tometric readings for one
month of Waco Lamps,
testing a percentage of
each day's production in
every size made. E.T.L.
REPORT No. 132,248
mailed on request, shows
the averages in the chart
to be substantially the
same.



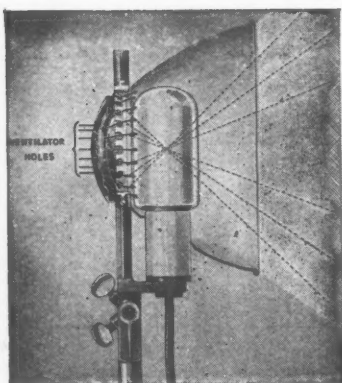
Our lamps are produced under the supervision of expert engineers. The most modern machinery is employed in their production; the best approved materials are used. They are rigidly tested and inspected at every stage of manufacturing for quality and perfection before being packed and shipped to our distributors.

Our engineers, whose duty it is to check the quality of our lamps, are constantly making photometric tests of a certain percent of each day's production in addition to the routine tests which take place during the various stages of manufacture. The actual use of a quantity of our lamps will prove their quality by their performance. A TRIAL ORDER WILL BE CONVINCING.

WABASH APPLIANCE CORP.

456-474 JOHNSON AVE. BROOKLYN, N. Y.

Review of NEW Products

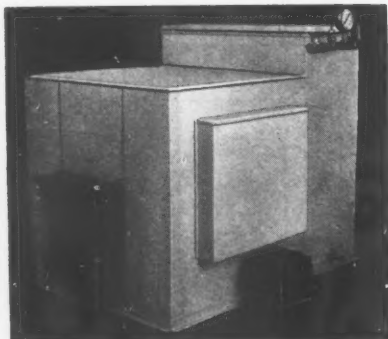


Solite Reflector Units

Solite Sales Co.,
1373 Sixth Ave., New York City
Description: Aluminum diffuser-reflector produces brilliant light through 90° angle; specially designed indestructible mirror behind lamp increases light output; ventilating feature prevents overheating; rotating socket permits aligning lamp filament; outside socket construction prevents overheating; aluminum, crystalline finished parts; constructed to permit single or multiple groupings; Photo-flood projection lamp T.20, 500 watts recommended.
Price: \$7.50, less bulb.—*Electrical Merchandising*, September, 1933.

Superstar Toaster

Stern-Brown Inc.,
257 W. 17th St., New York City
Device: 2-slice toaster; nichrome ribbon wound Mica element, insulated handles; nickel or chrome plated.—*Electrical Merchandising*, September, 1933.

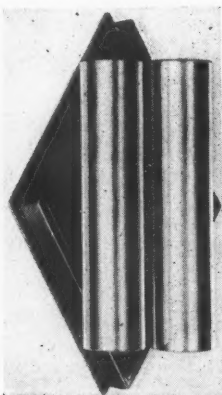


Furblo Fairweather Air Conditioner

Lakeside Co., Hermansville, Mich.
Type: Combination filter and washer unit with blower; completely automatic, cools, heats, humidifies, cleanses.
Description: Starts and stops automatically, room thermostat is set at comfort-level, and entire system starts working as soon as temperature goes over or under this level; air is passed through chamber filled with fine misty spray, then through spun glass wool filter; through blower to cool or furnace to heat; water spray keeps filter clean, insuring uniformity of air flow; passage of water into blower is eliminated; Solenoid valve shuts off water automatically to prevent excess humidity; humidistat prevents over humidification; controls include regulation of furnace drafts, operation of blower, and humidistat.
Price: 5 sizes, from \$265 to \$565 complete with all automatic control equipment.—*Electrical Merchandising*, September, 1933.

Mell-O-Tone Door Chime

National Signal Systems Co.,
608 St. Clair Ave., N.W., Cleveland, O.
Device: Model K double tube chime signal; Model J single tube.
Description: Designed to operate on any ordinary 10 to 12 volt transformer; Model K has high note for back door, low note for front door; or both chimes can be wired to ring together.
Price: K, \$7.95; J, \$4.95.—*Electrical Merchandising*, September, 1933.

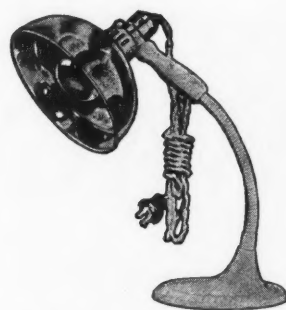
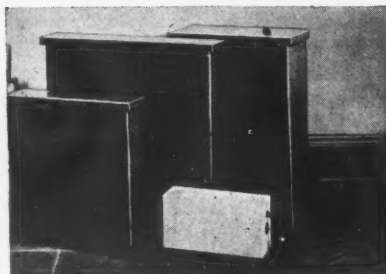


Electrohot Water Heater

The Electrohot Sales Co.,
1334 Michigan Theatre Bldg., Detroit, Mich.
Models: Type S, "Off Peak" storage; Type A, Full Automatic.
Description: Heat application is through aluminum heat transfer plate wherein Chromolox element is applied under tension to base of tank; Percolating system heats small quantity of water at base and transfers it through percolator tube to top of tank for immediate use; Type S equipped with single storage element and thermostatic control; Type A equipped with storage and "Booster" elements and automatic thermostatic controls on each element; 10, 20, 30, 40, 50, 66, 80 and 100 gal. capacities available both types; cork insulated; Type S from 660 to 3500 watts; Type A, from 1380 to 4000 watts; Duco finish in choice of shades.
Price: Type S, from \$50 to \$150; Type A, from \$65 to \$120.—*Electrical Merchandising*, September, 1933.

Erskine Radiator

Chase Brass & Copper Co.,
Erskine Radiator Division, 1 E. 42nd St., New York City.
Device: Portable radiators.
Description: 4 sizes: 400 watt bathroom model; 660 watt, 1000 watt and 1320 watt; a.c. or d.c.; air is drawn in at bottom of cabinet, heated as it passes over copper fin element and expelled heating room evenly; grained walnut, or white enamel; other finishes at slight additional cost.
Price: 400 watt model, \$12; 660 watt model, \$15; 1000 watt model, \$22.50; 1320 watt model, \$27.50.—*Electrical Merchandising*, September, 1933.

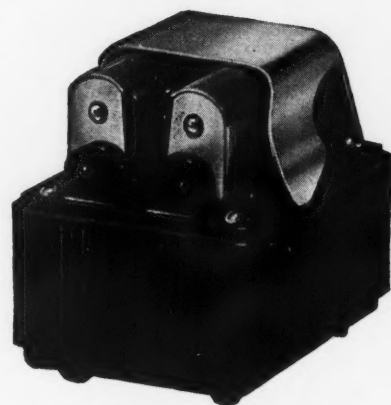


Vim Ray Health Lamp

The Fitzgerald Mfg. Co.,
Torrington, Conn.
Description: Specially designed copper reflector, 7½ in. diam.; clear type 200 watt therapeutic bulb; new flexible arm adjusts to any angle; cast iron base fluted design; Delph blue finish.—*Electrical Merchandising*, September, 1933.

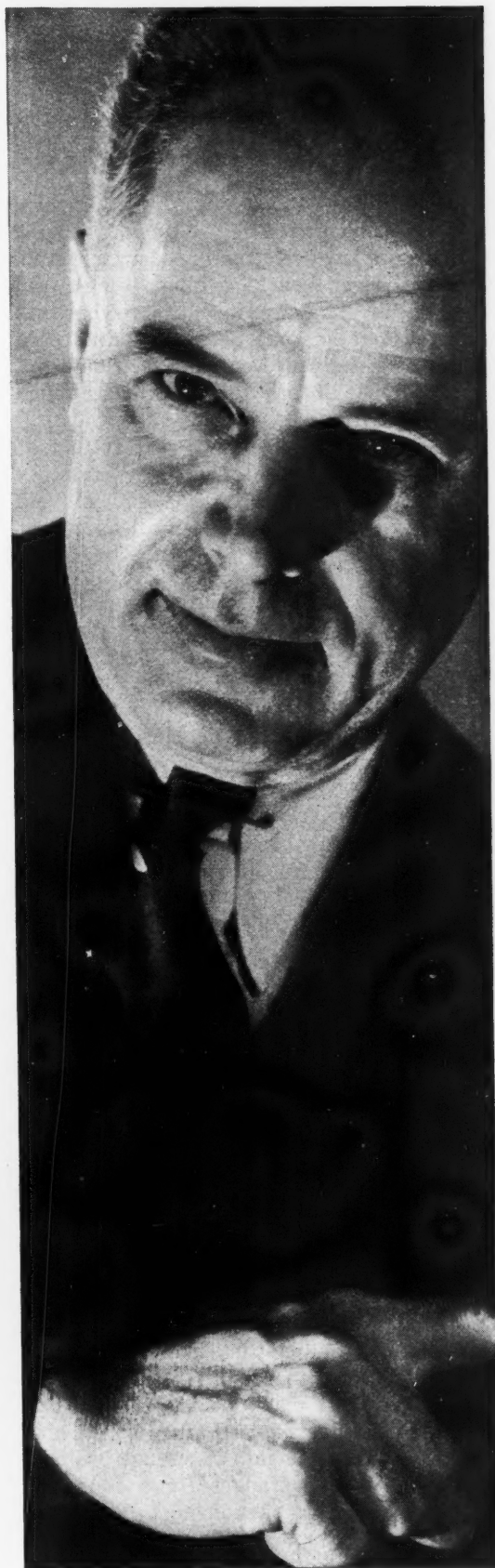
King Air Conditioner

King Ventilating Co., Owatonna, Minn.
Device: King unit system; cools, circulates, washes, humidifies.
Description: 2 styles; perpendicular for wall and recess installations; horizontal for suspended installations; piping connections to water tank and refrigerating unit in basement; air is drawn into unit, through water sprays and delivered into room under forced circulation through adjustable louvers; for winter humidification water is circulated within unit without use of refrigerating unit; for summer cooling cold water is piped to spray chamber from water tank where water is chilled with ice or mechanical refrigeration; perpendicular units in 2 sizes, ½ ton and 1½ ton; horizontal units in 3 sizes, 1½, 3 and 5 tons; removable cabinet top provides easy access to spray chamber; squirrel cage blower inside cabinet directly connected with spray chamber; fully enclosed V type belt drive motor; solid brass spray nozzles, centrifugal type; blower can be run independently of water sprays.—*Electrical Merchandising*, September, 1933.



GE Razor Blade Sharpener

General Electric Co.,
Merchandise Dept., Bridgeport, Conn.
Description: Operates from any a.c. outlet; 105-125 volts; to sharpen blade, lift cover, place blade in position, close cover, sharpener begins to operate immediately; after short interval lift cover, remove blade ready for use; no automatic timing device.
Price: \$4.95.—*Electrical Merchandising*, September, 1933.



Delco Heat

is the new profit-making

opportunity for

Appliance

Dealers

We're talking your language—in terms of sales and profits, when we say the Delco Heat franchise is everything you've been looking for these many years.

Get these facts:

The Electric Oil Burner Business: Only 3.4% saturated. Consider how public acceptance is growing by leaps and bounds. Compare the unrivalled convenience of automatic oil heat with any modern home appliance and it's easy to understand why this industry is forging ahead.

The Product: Delco Heat is backed by the vast facilities of Delco and General Motors Research Laboratories. It's simplified—with only one moving part; easy to install and reduces service to a minimum. It's economical . . . burns 95% air and only 5% oil at all times. It's a Gen-

eral Motors value and easy to sell.

The Merchandising Plan: Developed by keen merchandising experts who *know* the appliance business, the Delco Heat sales plan is sound, thorough and "tailor-made" for high-type specialty selling organizations. Aggressive selling campaigns, backed by intensive advertising, sales promotion, direct mail, give Delco Heat dealers an added advantage over all competition.

Proof of today's Opportunity With Delco Heat: Here are current facts relative to appliance dealers now handling Delco Heat.

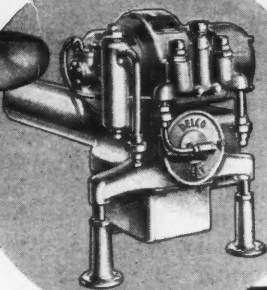
Dealer "A," in city of 396,000 families, operating 19 months, leading all competition in total sales.

Dealer "B," in city of 514,802 families, operating 11 months, leading all competition in total sales.

Dealer "C," in city of 22,000 families, operating 6 months, leading all competition in total sales.

These, and scores of other appliance dealers have found a new, profit-making opportunity in the Delco Heat franchise. The same opportunity exists in many more territories still unsigned. Your territory may still be open. Wire or send coupon for complete details today. Delco Appliance Corporation, Subsidiary of General Motors Corporation, Dept. O-25, Rochester, N. Y.

A GENERAL MOTORS VALUE



Delco Heat

• the simplified oil Burner

DELCO APPLIANCE CORPORATION,
Dept. O-25, Rochester, N. Y.

I'm interested in the profit-making possibilities of Delco Heat. Please send full details.

Name.....

Street Number.....

City.....State.....

Hartford's Trial Range Plan (Continued from page 33)

the result of the power company demanding of the manufacturer a range, stripped of superior selling features, to be produced at a low price. It was made efficient as to speed so that it will do the cooking job. But it was designed as a simple vehicle—a trial—to overcome the resistance of that large group of women who still believe that an electric range is too slow, that it is too expensive to operate, and that, after all, you have to have your house practically rewired to get it in. As one of the officials of the Hartford company pointed out to the writer, we can go on for years telling women that the electric range is just as fast as a gas range and that it has features that make it far superior, but the question is too vital and intimate a one to her daily life to be swayed by mere advertising. When she finds that she can cook better on an electric range than with gas then, and then only, is she going to begin to think in terms of electricity for cooking. That's where the trial range comes in.

That, at least, is the underlying and fundamental theory. Since its inception six months ago, the majority of dealers have been converted from outright skepticism to passive waiting and finally to enthusiastic acceptance. The trial range stands on their floors alongside the de luxe model ranges they are selling. No attention is paid to the trial range. A prospect brought into the store is shown the models they handle. If she is not converted to electric cookery, she is finally brought to the trial range and it is offered to her as a sort of "sample" of what electric cooking will do. She can have it put in the house rent free until June, 1934; all she has to pay is \$15 installation which will be refunded if she keeps the range or exchanges it for any other at the end of a two-year period. In other words, to convert her to electric cooking, she has to pay nothing.

Which brings us to an interesting angle of the whole story. Most of the prospects for electric ranges in the city of Hartford are those very thousand or so who have put a trial range into their homes. If the utility put it in then the name of the customer is turned over to the dealer in her territory and he immediately begins to check up on her reaction. In many cases the woman has satisfied herself on the superiority of electric cooking and has ordered another range from the dealer. In most cases it is a range costing anywhere from \$150 to \$300. But it has all the gadgets and has the color that fits in with what she wants in her kitchen. All she needed was to be convinced. One dealer told the writer that a woman who had long been a prospect but who had never bought, took a trial range away from his floor (he, of course, collecting \$10 commission from the light company) and a month later, when she had gotten her bill from the light company for that month's cooking, came in and ordered a range costing \$359.00. He is reasonably sure that she might never have become a purchaser if she had not been able to satisfy herself as to the performance and cost of operating an electric range.

"And as far as the trial range has affected my business," he said, "so far it is on the good side. Look at it this way: The financing plan of the utility (which was a result of this range activity and which has been a big help in all range sales) brought the payments on a \$200 range down to a small amount a month. If she took the trial range, she will have a range that can't compare to the one she could buy and on top of that

she will have to begin paying \$1.30 a month after June, 1934. Financing the sale of all ranges for four years has reduced the spread between the rent charge and the installment payments to say nothing of those prospects who would have had to make much larger monthly payments even in the old days.

"There are some of those trial ranges going to stick perhaps, but only a small percentage, I think, after the customer has to begin paying a renting charge. And, of course, she can never own the range. The trial range is not for sale. Figure it out for yourself: Would the housewife rather pay \$2.50 a month for a far better range which she will eventually own outright, or go on paying \$1.30 a month for an inferior range which she can never own?"

The reason, incidentally, for the two-year refund of the \$15 installation charge, was to keep the customer using the range, to combat gas propaganda, and to avoid range installations by customers merely desirous of having their house wired. At any rate, at the beginning of the plan, a number of ranges were coming back. Since the refunding policy after two years' operation went into effect, only two ranges have been taken out.

* * *

IN summarizing our investigation of Hartford's history-making, large-scale experiment to convert housewives, wholesale, to electric cookery, there are some points which need stressing. Obviously, despite important advances, despite acceptable conclusions, the plan is still to meet the acid test of time as to its genuine worth. Yet the odor of the laboratory clings to many of our national policies today; policies which, in a hard-boiled world, are tottering along complacently to wide acceptance. The daring theory of today is the commonplace tomorrow. So it is with Hartford's radical range experiment: it is difficult to stare down the fact that six times as many women will be cooking on electric ranges this year as were converted last year.

But while we are inclined to believe that, in the electric range trial plan, the Hartford Electric Light Company have found a key to a constantly increasing range volume and range-user acceptance, it should be made perfectly clear to other utility companies contemplating similar plans, that merely making ranges available to customers on a rental basis will defeat the whole purpose of the plan. Many plans, for instance, provide for the rental fee applying against the price of the range with no provision for dealer-distributor participation, nor any help extended to the dealer to sell his own ranges in competition. The Hartford plan not only avoids this competitive feature by making the trial range non-salable but it puts the dealer definitely into the range business by (1) financing his sales of ranges for a four-year period, (2) removing the installation cost bogey, (3) creating a consumer acceptance for electric cookery on a scale heretofore impossible and (4) creating a great body of "hot" prospects for range sales by dealers—the very users of "trial" ranges who, after a definite period, will be obliged to pay a rental charge on a range they can never own.

Without these far-seeing and wise provisions in a rental or trial plan for electric ranges, the program may very well have a demoralizing effect on industry relationships for years to come.